



ALISBURY UNIVERSITY



HONR 111.041 [2590]

Critical Thinking and Writing: Art, Science and Community Development

Lauren Hill • MWF – 11-11:50 a.m. • AC 301

HONR 112.042

Issues in Social Sciences: Pop Culture Invasion: The Arts in Social Science





## MGMT 492.008H [2943]

### Strategic Management

KwangWook Gang • W 7-9:45 p.m. • PH 373

This course helps students understand how firms gain and sustain competitive advantage, analyze strategic business situations and formulate strategy, and implement strategy and organizational processes. Strategic roles include coordination and integration of the efforts within the different functional areas of an organization for dealing with an uncertain future. This comprises formulating a business strategy for each individual unit of the firm, formulating a corporate strategy and implementing these strategies. Strategic formulation includes understanding the business environment, determining the organization's strategic initiatives within his business environment and developing the capabilities to compete, but also to cooperate, in his environment. The honors section of MGMT 492 is a writing-, project- and discussion-intensive course. Students are expected to spend 8~10 hours, week including classes. You'll be focusing on qualitative and quantitative data sources in addition to the given textbook. This course is designed to enhance students' critical thinking, undergraduate research and communication engagement and advanced level.

## MKTG 330.04H [1599]

### Principles of Marketing Management

Aaron Johnson • MW 3-4:15 p.m. • PH 150B

The objective of this course is to become familiar with the concepts and practices of marketing and subsequently learn how to make decisions in complex business and marketing environments. As an honors section, this course has the objective to help students develop effective written and oral communication skills; develop effective oral communication skills; develop their ability to analyze and synthesize a broad range of material; students and professors think about problems, formulate hypotheses, research those problems and draw conclusions about them; help students and professors create a research approach, the creative process and produce an original work; and help students become more independent and critical thinkers, demonstrating the ability to seek knowledge and logic, when discussing an issue or an idea, while considering the consequences of their ideas, for themselves, for others and for society.

## INFO 333.01H [2655]

### 3-D Printing/Digital Product Development

Eugene Hahn • TR 5:30-6:45 p.m. • PH 353

This is the class where you create the future! Everyday, entrepreneurs are creating and knowing in innovation platforms like Kickstarter and IndieGoGo. Powerful technological developments including 3D printing and the Internet of Things are expected to create great changes in businesses and society in the coming years. In his session class, you design and produce our own electronics producing 3D printing and the Arduino microcontroller platform. You introduce our functional production of the Salisbury University community, a of presentations. The class assumes no prior knowledge in either 3D printing or electronics product development; **however, one semester of computer programming (or equivalent as assessed by the instructor) is a required prerequisite.** Let's talk about your computer language of program in. Honors students gain increased experience with SU's 3D printers.

# Henson Honors Program in Science and Mathematics Course Offerings

