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Registration Procedures: Registration priority is given to students in the University Honors Program whose grade point indexes are 3.00 or higher. Scheduling priority is given to those needing a particular course to satisfy requirements for one of the forms of Honors recognition. On a space-available basis, a student who is not in the Honors Program may be eligible to take an Honors course if his/her UD grade point index is 3.00 or higher. Permission of the Honors Program is required to add Honors courses during drop/add. To add Honors classes, please call the Honors Program office at 831-1195 or 831-2734 during the official drop/add period at UD. Please do not contact faculty teaching Honors sections to enroll in Honors courses.

First Year Honors Colloquia

ARSC 390-080 MWF 10:10-11:00 AM Honors Colloquium: Personal Civil War and American Culture (3)

Patrick White

This course will attempt to investigate the American Civil War not only as a historical event, but as a personal event as experienced by the participants themselves. Historical aspects will be discussed as necessary context, but the primary focus, through personal recollections, newspaper coverage, and literary depictions, will be on the soldiers of both sides, the people of the “home front,” and some important historical figures. Assigned texts might include writings of Stephen Crane, Ambrose Bierce, Frederick Douglass, Abraham Lincoln, Michael and Jeff Shaara, and a wide variety of memoirs. The Civil War in film might also be sampled. The course will include the writing of a research paper on some aspect of the course material, as well as some group work and individual short essays. *Open to first-year UHP students only.*

ARSC 390-081 MWF 11:15-12:05 PM Honors Colloquium: Cancer, Plague, Polio, and Flu: Disease and Culture (3)

Ray Peters

In this course we will examine the social and cultural history of disease and medicine, analyze the different ways humans use language to deal with disease, and explore the many social, political, and ethical implications of cultural attitudes toward disease. In order to do this, we will try to answer a number of questions including: Why

do we think the way we do about certain diseases? How does culture influence the way we explain and treat disease? How do diseases affect social and political change? The plague, for example, killed a third of all Europeans in the 14th century with dramatic consequences. Most of our reading will be non-fiction such as Arno Karlen’s *Man and Microbes: Diseases and Plagues in History and Modern Times*, Stanton Peele’s *Diseasing of America*, and Susan Sontag’s *Illness as Metaphor and AIDS and Its Metaphors*, but we will also look at the way these issues are raised in stories, poetry, and film. Students will write brief response papers, analytical essays, and a research paper examining the effects of cultural attitudes about disease on a subject of their choice: medical research, treatment, government policy, education, business, etc. *Open to first-year UHP students only.*

ARSC 390-082 M 6:30-9:30 PM Honors Colloquium: Creativity and the Arts: Internet2 Interaction with Six Creative Artists (3)

Lloyd Shorter

Creativity and creative thinking are processes we all wish to incorporate as integral parts of our work and everyday lives. Using the models provided by six of the most creative individual artists/teams of our day, the course seeks to reveal their creative process, making their work accessible and serving as lessons we can use toward our own personal growth. We will study their work and lives, followed by in-class inter-

views with each artist made possible through the use of Internet2, a high-speed, high-resolution internet system being experimented with by universities throughout the country. The artists are chosen from such diverse fields as music, theater, dance, architecture, literature, and art. Class will be held in one of our television studio classrooms, where we will have access to the Internet2 network for our in-class interviews with each artist. *Open to first-year UHP students only.*

ARSC 390-083 TR 2:00-3:15 PM
Honors Colloquium: Metaphors Be With You: Description, Analysis, Revision, and Precision (3)

Devon Miller-Duggan

This course will take an unusual approach to writing, using poetry, word games, observation exercises, and if necessary, blindfolds and bandages to revise and refresh students' ideas about the relationship between words, writing, and precision. Readings could include just about anything, but will definitely include some poetry, because poetry, in general, represents the most concise and precise use of language. If you love poetry already, this class should deepen both your appreciation of it and your fluency with it. If you suffer from Poetry Hatred in any of its many forms, this class will cure you of that tragic disease. *Open to first-year UHP students only.*

ARSC 390-084 TR 3:30-4:45 PM
Honors Colloquium: Golden Age of Television (3)

John Courtright and Elizabeth Perse

This course will focus on the Golden Age of television broadcasting (1950-1965) and examine some the dominant genres of the era: the western, family comedy, quiz show, variety, situation comedy, drama, and military programs. We will discuss how societal structure, social norms, economic support, and U.S. broadcasting policy are reflected in the cultural products of television. Students will be exposed to a wide range of historic television programs, including *I Love Lucy*, *Father Knows Best*,

Gunsmoke, *Cisco Kid*, *Captain Kangaroo*, and *Howdy Doody*. In this course, students will improve their critical viewing skills by watching television programming. Students will practice their writing and analytical skills with weekly short papers. Students will also increase their comfort level in using electronic media for communicating written thoughts and improve their Internet search and retrieval skills. Finally, students will be given additional practice in oral communication through in-class presentations. *Open to first-year UHP students only.*

EDUC 391-080 TR 9:30-10:45 AM
Honors Colloquium: Human Nature and the Science of Nature (3)

Jan Blits

This course is a philosophical examination of relation between natural science and human nature. While closely studying seminal texts, we will emphasize the differences both within and between ancient and modern science. The questions which we will examine include whether science is rooted in the love of truth or in the desire for power, the intelligibility of nature, the status of common sense and of the visible world, what it means to be a cause, the difference between science and non-science, the relation between speech, mathematics and the world, and the role of utility in science. Readings include the writings of the Pre-Socratics, Aristotle, Francis Bacon, Descartes, Nietzsche, and Arthur Eddington. Students will write three reflective essays. The course presupposes no specific background, only an interest in the material. *Note: Open to first-year UHP students only.*

EDUC 391-081 TR 2:00-3:15 PM
Honors Colloquium: Tragedy and the Human Soul (3)

Jan Blits

This course is a philosophical examination of three great tragedies, Sophocles' *Oedipus Tyrannus* and *Antigone*, and Shakespeare's *Hamlet*. We will proceed scene-by-scene, line-by-line through the plays,

reaching our conclusions by closely examining the authors' texts — the plots, characters, language, digressions, puzzles, and other devices. We will try to draw out of the plays the substance that the authors deliberately put there. Among the questions we will discuss are the relation between the public and the private, the sacred and the human, the difference between life and art, the relation between thought and action. Students will write a reflective essay on each of the plays. The course presupposes no specific background, only an interest in the material. *Open to first-year UHP students only.*

EDUC 391-082 TR 11:00-12:15 PM
Honors Colloquium: Intelligence in Everyday Life (3)
Linda Gottfredson

Is intelligence just a narrow academic skill, or does it provide practical advantages in everyday life? What is life like for people of low, average, or high intelligence? Just what is intelligence anyway, and why do people (even siblings) differ so much in intelligence level? This course will examine old discoveries as well as new surprises in the scientific study of intelligence. We begin by looking at IQ testing for children and adults to see why mental tests are good measures of what lay people and experts think of as “intelligence.” We conclude by examining how wide variations in intelligence, which exist in all societies, shape social institutions as well as the life chances of individuals. *Open to first-year UHP students only.*

FLLT 360-080 TR 9:30-10:45 AM
Honors Colloquium: Seduction and Betrayal: French Fiction On Page and Screen (3)
Mary Donaldson-Evans

Who among us has not been masterfully seduced ... and then cruelly betrayed? From the flashy TV commercial and the glib politician to the latest fashion and the moonlight kiss, seductions are part of our daily lives, and we often succumb to their charm, only to discover that their promises

have gone unfulfilled. This course will explore this timeless phenomenon as it is illustrated in three 19th century French novels and their film adaptations (viewed outside of class): Laclos' *Les Liaisons Dangereuses*, Flaubert's *Madame Bovary*, and Zola's *Therese Raquin*. We will also discuss the complexities involved in screening classic literature: Why have certain novels seduced film makers again and again? Is it appropriate to speak of “betrayal” when dealing with adaptations that take great liberties with the novels on which they are based? All reading in English translation. Three required essays. *Open to first-year UHP students only.*

GEOG 390-080 MW 2:30-3:45 PM
Honors Colloquium: Globalization and International Migration (3)
Yda Schreuder

The course will focus on border controls and immigration legislation in North America and Europe from a multidisciplinary perspective. In an increasingly global environment where free trade and unrestricted flow of capital is promoted as a way of integrating the world economy, are borders becoming outmoded? How has the relationship between the US and Mexico been affected by NAFTA? How has the European Union, with its promotion of the free movement of labor, played a role in international migration? Border controls and ambitious state efforts to regulate people's movement from one country to the other have been a trend in North America and Europe. We will discuss the tensions between free movement and increased border regulations. Readings include Myron Weiner's *The Global Migration Crisis: The Challenge to States and to Human Rights* and Teitelbaum and Weiner's *Threatened Peoples, Threatened Borders: World Migration and U.S. Policy*. *Open to first-year UHP students only.*

PLSC 390-080 MWF 10:10-11:00 AM
Honors Colloquium: Chocolate: Milk or Semi-sweet? (3)
Sherry Kitto

Love chocolate? Ever wondered why? What is it about chocolate that makes it so desirable, irresistible, universally appealing, and yummy? This course will explore the deep, dark mysteries associated with the use of chocolate over the millennia. Topics to be covered include origin, horticulture, chemistry, nutrition, production, social/financial implications, and cuisine. Whether you eat chocolate for its medicinal properties or strictly for fun, this may be the course for you. Weekly taste test! *Open to first-year UHP students only.*

**POSC 390-080 MWF 2:30-3:20 PM
Honors Colloquium: Lessons of Vietnam (3)**

Ken Campbell

Though the US war in Vietnam is more than three decades past, its specter continues to haunt America. In the heat of the 2004 presidential campaign, both major-party candidates have been challenged repeatedly to explain what they did during the Vietnam War and why they did it. Meanwhile, the war in Iraq continues to invite comparisons to Vietnam. Was going to war based upon a deception? Has the arrogance of power bogged America down in a costly quagmire? These tough questions, for today and from the past, require sober consideration from us all. A wide variety of sources--books, articles, archival documents, literature, films, music, etc.--will be examined from political, military, economic, social, historical, philosophical, legal, and cultural perspectives. The ultimate goal of this course is to improve our understanding of both today's events and the Vietnam War, the most divisive event in American history since the Civil War. *Open to first-year UHP students only.*

Honors LIFE Courses

The UHP is offering two sections of Honors UNIV 101 this fall in conjunction with the LIFE (Learning Integrated Freshman Experience) Program. These 1 credit freshman seminars are designed to help students adjust to academic life and navigate the

University. Students will work with an Honors faculty mentor and an Honors upper-classman (the Peer Mentor) to learn important college skills based on a theme. The courses will include at least one field trip and several guest speakers.

**UNIV 101-080 M 3:30-4:30 PM
Honors LIFE Course: The United States in Asia (1)**

Faculty contact: Alice Ba

Peer mentor: Devin Varsalona

This course will consider critical questions of US foreign policy. Students will discuss how the US conceives of itself and its role in the world, with special attention paid to how questions of power and identity shape its particular policies in East and Southeast Asia. Also critical to the discussion will be questions about the unintended consequences associated with the substance and style of US foreign policy. *This course is open to first-year UHP students in any major. It is particularly appropriate for students interested in international relations, political science, and other social sciences.*

**UNIV 101-081 T 3:30-4:30 PM
Honors LIFE Course: Beyond Money: Defending and Defining Your Major in College (1)**

Faculty contact: Devon Miller-Duggan

Peer mentor: Drew Strite

Readings, conversations, and activities in this course will center around different ideas of what it means to be, or want to be, an educated person. What, for you, would be a "Good Life" and how can the next four years shape both that definition and that life? How important is money to you? Why? How important is the sense of doing good? Is there a way to combine these two goals? Do they need to be mutually exclusive? Just because you are good at something, should you major in it? Are there other definitions of education than the ones you've grown up with? What are they, and how might they influence you? These are some of the questions the class will raise and we hope to help you find answers to them. The course will include information about resources and decision-making strategies on choosing a major(s) or minor(s).

This course is open to first-year UHP University Studies (undeclared) majors only.

Honors Forum Course/ Alison Scholars Course

ARSC 295-080 R 3:30-4:45 PM
Honors Forum: Alison and Stark Scholars Forum (1)

Devon Miller-Duggan

This 1-credit, discussion-based class includes a number of apparently disparate experiences which, taken together, constitute the beginning of, it is to be hoped, a life-long multi-layering of intellectual, cultural, and social consciousness. Readings focus on issues of social justice and cultural change, with an emphasis on defining responsible participation and commitment. Trips include museums, performances, and cuisines, and center on the exploration of major cities' rich offerings. New skills aim to produce both stress-relief tactics and concrete contributions to the business of keeping homeless folks warm. The whole enterprise will generate, if past forums are any indicator, much more than 1-credit's-worth of both experiences and community-building for first-year Alison and Stark Scholars. *Open to first-year Alison and Stark Scholars only.*

Honors Degree Seminar

Requirements for all Honors Degree and Honors Degree with Distinction candidates include an Honors Degree Seminar or Senior Capstone experience, which must be taken in one of the last two semesters before graduation. Students who have applied as Honors Degree candidates will be given registration priority for these courses.

UNIV 495-080 TR 2:00-3:15 PM
Honors Degree Seminar: High and Low Culture: Expressions in Literature, Art, and Music (3)
Bernard Kaplan

In this class we will examine how we make aesthetic judgments in the arts. Our focus in the course will be on the question of whether such terms as high and low culture have any fundamental meaning in the way we look at artistic value. We will be looking at novels, classical and rock music, and at some art and architecture. We will make a comparison, for example, between George Eliot's *Silas Marner* and Donald Goine's *Dopefiend* and the songs of DeBussy and the Ramones. A text on aesthetics will help guide our discussions. There are no examinations in this course. Each student will write a series of papers culminating in a longer paper on a topic of the student's choice. The goal of the papers is to allow each student to articulate his or her artistic standards and the means by which he or she has derived them. *Seating preference is given to Honors Degree candidates. This course will satisfy the Senior Capstone Requirement for the Honors Degree or the Honors Degree with Distinction if taken in one of the last two semesters before graduation.*

Honors Tutorials

A tutorial allows a small number of students (usually no more than four to eight) to work intensively with a faculty member on a set of selected readings. Tutorials meet once a week for two hours. Typically, no examinations are given, but written work is required and students should expect to do significant independent study in preparation for group discussions. Tutorials are open to any qualified third- or fourth-year student, but priority is given to Honors Degree candidates.

UNIV 490-080 M 2:30-4:30 PM
Honors Tutorial: Humanities (3)
Alan Fox

Readings will include Freud, *Future of an Illusion*; Becker, *Denial of Death*; Miller, trans., Quinn, *Ishmael*; Plato, *The Republic*; Nietzsche, *Thus Spake Zarathustra*; and Pirsig, *Zen and the Art of Motorcycle Maintenance*. *Seating preference is given to*

Honors Degree candidates. Satisfies Arts and Science Group A and Second Writing requirements. Satisfies the Senior Capstone Requirement for the Honors Degree and the Honors Degree with Distinction if taken in one of the last two semesters before graduation.

UNIV 490

Section 081: M 3:30-5:30 PM

Section 082: W 3:30-5:30 PM

Honors Tutorial: Humanities (3)

Lawrence Duggan

The focus of this Tutorial will be human nature and human society. Readings will include Aristotle, Machiavelli, the Four Gospels, More, B. F. Skinner, Freud, Orwell, Barbara Ehrenreich, and others. Four short papers will be required. *Seating preference is given to Honors Degree candidates. Satisfies Arts and Science Group A and Second Writing requirements. Satisfies the Senior Capstone Requirement for the Honors Degree and the Honors Degree with Distinction if taken in one of the last two semesters before graduation.*

Departmental Courses

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Accounting (ACCT)

ACCT 160-080 TR 12:30-1:45 PM
Honors: Business Information Systems I (3)

Ellen Monk

An introductory course that covers concepts, technology, and practical experience with current business information systems. During the semester we will study the workings of computers and their peripherals, software, systems development, and systems within an organization. Heavy emphasis will be placed on microcomputer exercises that involve spreadsheets and databases. Students will use the Internet throughout the course as an additional source of information. Students will be required to publish their own personal web page and present a current IS topic using PowerPoint. For more information visit the web site: <http://www.udel.edu/monke/>. *Open to students whose major requires course. Preference given to first-year UHP students.*

Animal Science (ANSC)

ANSC 101-080 MWF 9:05-9:55 AM
W 8:00-8:50 AM

Honors: Introduction to Animal Science (3)

Lesa Griffiths

Introduction to the similarities and differences in the nutrition, genetics, reproduction, behavior, and health management of domestic food animals and horses. Students in the Honors section will summarize current research and issues in animal and veterinary sciences in the form of a term paper with an oral presentation. *Corequisite: ANSC 111 (mandatory for majors). Meets with a regular section; separate Honors discussion.*

ANSC 251-080 TR 11:00-12:15 PM
W 3:35-4:25 PM
R 3:35-5:35 PM

Honors: Livestock Nutrition and Feeding

(4)

William Saylor

Comparative study of the nutrients and their metabolism in animals of agricultural importance, the nutrient requirements of animals, the nutritional value of feed ingredients, and the principles of diet formulation and preparation. Emphasis on the effects of the plane of nutrition on productivity, health, and well-being of animals. Honors students will explore through debate contemporary issues in animal nutrition and metabolism, and will discuss exotic animal nutrition and the environmental impact of nutrition and feeding decisions. Honors section will be supplemented with field trips as well as online and CD-based texts. *Prerequisites: ANSC 101 and ANSC 140. Meets with regular lecture and laboratory section; separate Honors discussion session.*

ANSC 470-080 TR 11:00-12:15 PM

Honors: Principles of Molecular Genetics (3)

Calvin Keeler

An integrated genome approach is used to study the basic concepts of nucleic acid biochemistry and genetics. Topics include: DNA replication, repair, and recombination; gene structure; and gene regulation. The course is presented in modules consisting of core lectures and team-led discussions. Students also prepare oral presentations on contemporary topics in molecular biology. *Prerequisites: BISC 401/411 and ANSC/PLSC/ENWC 300.*

Anthropology (ANTH)

ANTH 101-080 MWF 9:05-9:55 AM

Honors: Introduction to Social and Cultural Anthropology (3)

Jill Neitzel

This course presents an introduction to cultural anthropology. The emphasis is on how cultural anthropologists do fieldwork and what they have learned about the different dimensions of human culture. These dimensions include language, subsistence

practices, economics, kinship, social organization, politics, religion, and the arts. Students will read case studies and a novel to gain a more in-depth understanding of other cultures and the process of culture change in today's world. They will also have first-hand experience in doing fieldwork and in interpreting the results. *Satisfies Multicultural Requirement. Open to UHP freshmen and sophomores only. Preference given to first-year UHP students.*

ANTH 102-080 TR 3:30-4:45 PM

Honors: Introduction to Biological Anthropology (3)

Karen Rosenberg

Genetic basis for human evolution; emergence of racial differences and ongoing human evolution, nonhuman primates, and fossil evidence for human evolution. *Restriction: Only one of either ANTH 102 or ANTH 104 can count for degree credit. Meets with a regular section.*

ANTH 325-080 MW 1:25-2:40 PM

Honors: Peoples of Europe (3)

Donna Budani

In this course we will study a variety of western and eastern European cultures. Topics covered are the Italian family, Polish recollections of Holocaust, and Eastern European transition to democratic and capitalist states. In addition, we will explore issues of identity, ethnicity and nationalism, and the status of women in the European community. *Meets with a regular section.*

ANTH 333-080 TR 2:00-3:15 PM

Honors: Peoples of Africa (3)

Peter Weil

Social institutions and cultural traditions of Africa; political, economic, legal and kinship systems, and modes of thought. *Satisfies University Multicultural Requirement. Meets with a regular section.*

ANTH 337-080 TR 3:30-4:45 PM

Honors: South American Indians (3)

Peter Roe

Types of Indian cultures in contemporary

ment in BISC 207-081 required.

**Section 082: T 4:00-5:00 PM
Robert Hodson**

This seminar ties in strongly with the laboratory component of BISC 207-082. It offers some skills and foundation knowledge not generally associated with or as completely developed in the regular course sections. Presentations by practicing scientists, reading and discussion of primary research literature, and a field trip may be included. *Open to first-year UHP students only. Concurrent enrollment in BISC 207-082 required.*

**Section 083: F 12:20-1:10 PM
Deborah Allen**

This seminar supports the investigations conducted in BISC 207-083 by focusing on research, analysis, and communication skills. It includes presentations by practicing scientists and discussions of primary research literature and of ongoing laboratory investigations. *Open to first-year UHP students only. Concurrent enrollment in BISC 207-083 required.*

BISC 207

Honors: Introductory Biology I and Laboratory (4)

**Section 080: Steven Skopik
TR 9:30-10:45 AM
Lab: W 1:30-4:30 PM**

**Section 082: Robert Hodson
TR 11:00-12:15 PM
Lab: W 1:30-4:30 PM**

The course focuses on the basic structure and function of cells, mechanism of cell division, genetics, evolution, and speciation. The laboratory explores principles of experimental design, data presentation, and analysis. *Open to first-year UHP students only. Corequisites: CHEM 101, CHEM 103, CHEM 105, or CHEM 111. Concurrent enrollment in BISC 100-080 required for Dr. Skopik's class and BISC 100-082 for Dr. Hodson's class.*

**Section 081: Linda Dion
MWF 9:05-9:55 AM
Lab: R 2:00-5:00 PM**

This course deals in content with the biology of cells and with evolution. The lab focuses on using the scientific method to address questions relevant to the course content. Two classes per week will be used for class discussion or lecture on a topic; the third will be combined with BISC 100-081, and will be used for problem-based group learning. In this meeting students will analyze a real-life problem within the context of material learned through the lectures and discussion. *Open to first-year UHP students only. Corequisites: CHEM 101, CHEM 103, CHEM 105, or CHEM 111. Concurrent enrollment in BISC 100-081 required.*

**Section 083: Deborah Allen
MWF 10:10-11:00 AM
Lab: W 1:30-4:30 PM**

This section uses small-group and whole-class discussions to investigate topics in cell and evolutionary biology, and to connect these topics to their real-world applications and their basis in biology research. Laboratory investigations emphasize how biologists organize experiments and interpret and communicate their findings. *Open to first-year UHP students only. Corequisites: CHEM 101, CHEM 103, CHEM 105, or CHEM 111. Concurrent enrollment in BISC 100-083 required.*

**BISC 306-080 TR 11:00-12:15 PM
Honors: General Physiology (3)**

G. Stephens

Principles underlying function of organisms at the organ system level; ionic composition and regulation, respiration, circulation, nutritive metabolism, excretion, and neuromuscular activity. *Prerequisite: BISC 208 and two semesters of chemistry. Corequisite: BISC 326-080.*

**BISC 326-080 W 11:15-12:05 PM
Honors: General Physiology Discussion (1)**

G. Stephens

Discussion of selected topics in physiology with emphasis on experimental evidence. *Corequisite: BISC 306-080.*

BISC 439-080 **TR 11:00-12:15 PM**
W 2:30-3:20 PM

Honors: Developmental Neurobiology (3)

Deni Galileo

This course will cover the developmental biology of the nervous system. Topics include basic structure of the nervous system, cellular components of nervous tissue, neural induction, neurogenesis, neuronal migration, determination, axon pathfinding, synapse formation, programmed cell death, neurotrophic factors, and critical periods. Neural development will be covered at the levels of molecules, cells, and systems. There will be additional presentations and discussions of original research papers on Wednesdays as well as the preparation of a small research proposal to be turned in at the end of the semester. Previous cell or molecular biology course recommended. *Open to juniors and seniors only. Meets with a regular section.*

BISC 471-080 **MWF 9:05-9:55 AM**
Honors: Introductory Immunology (3)

David Usher

Introduces the basic concepts of immunology and describes how different immune responses protect the body from infection. These mechanisms, however, often act as a two edged sword, protecting the individual under certain conditions but injuring and creating disease under others. How the different cells of the immune system interact with foreign substances and then with each other and other cells of the body to produce a specific response is the main objective of the course. To foster an active learning environment, small learning groups will be formed to explore immunological processes with the goal of evaluating information and synthesizing concepts. *Meets with a regular section. Prerequisites: BISC 208, BISC 401/411 or BISC 305, BISC 300.*

Business Administration **(BUAD)**

BUAD 301-080 **TR 3:30-4:45 PM**
Honors: Introduction to Marketing (3)
Bob Kent

This course provides an introduction to the practice of marketing. We will explore marketing concepts (e.g., market segmentation) and apply them to marketing management, marketing research, product planning, distribution channels, personal selling, advertising and pricing. Lectures, discussions, readings, case analyses and other assignments will enable you to describe the role of marketing within society and within an organization by using the language of the field; analyze how marketing managers use marketing facts, concepts, processes, and tools to develop and execute marketing plans; apply strategic managerial marketing analysis to organizations that market products, services, ideas, people, locations, etc.; and enhance your oral and written communication skills by critically reflecting on and writing about pertinent issues, creating marketing materials, and delivering persuasive messages. The course is designed to serve as a basis for all advanced courses in marketing, to provide a foundation in marketing for non-marketing business careers, to give insights into marketing aspects of consumer protection and public policy, and to enable you to market yourself in personal and professional settings. *Open to juniors and seniors only. Prerequisite: ECON 100 or ECON 152.*

BUAD 306-080 **MW 2:30-3:45 PM**
Honors: Operations Management (3)
William Gehrlein

All businesses need the basic functions of Finance, Marketing, Management, and Operations Management to operate effectively. Operations Management is the function that makes the firm run efficiently while producing the firm's products or providing the firm's services to customers. Learn how a company can enhance its bottom line by improving the way that it forecasts sales,

