NEW

**BUS 300  Business Communication for Professionals (3): 40510**
Regular; C-04; Summer 2012

- **Prerequisites:** Upper division standing; COMM 150, ENG 214 with grade of C- or better; major and minor only.

Written and oral fundamentals of business communication; hands-on experience creating coming formats of written and oral communication at the standard expected of business professionals; ethical and legal implications of business communication. (Plus-minus ABC/NC grading only.)

**CINE 324  Filmmaking Master Class (1):** Regular; C-01; Fall 2012  40511

- **Prerequisite:** Upper division standing and completion of second year written composition (ENG 214 or equivalent).

Explores and conceptualizes a select dimension of the craft of filmmaking (pre-production, production, or post-production) as a professional endeavor. Introduction of the role of collaboration in filmmaking; strategies for incorporating critique and feedback into different stages of filmmaking. May be repeated for a total of 4 units. (CR/NC grading only.)

**CINE 326  Film Festivals, Archives, and Movements in the San Francisco Bay Area (1):**
Regular; C-01; Fall 2012  40512

- **Prerequisite:** Upper division standing and completion of second year written composition (ENG 214 or equivalent).

Exploration of the rich and diverse film culture of the S.F. Bay Area, including film societies, archives, and established festivals. Presents the model of film festival as a business with complex organizational and marketing challenges. Introduces the intricacies of the selection process for films submitted to festivals. May be repeated for a total of 4 units. (CR/NC grading only.)

**CINE 332  Understanding the Representation and Narration of Sexuality in Cinema (3):**
SXS 332 Regular; C-01; Fall 2012  (CINE – 40790)

- **Prerequisite:** Upper division standing or consent of instructor; completion of second year written composition (ENG 214 or equivalent).

Examination of the representation and narration of sexuality in cinema with an emphasis on Hollywood. Employs critical and cultural theory, including critical race, queer and feminist theory, as means to uncover the social and political significance of sexuality in cinema. Explores ways in which cinema reflects and refracts ideologies associated with sexual identity and expression.

**CINE 528/HED 528  Documentary for Health and Social Justice II (6):**
Regular; C-02 and C07; Fall 2012  (CINE 528 – 40513) (H ED 352 -  40514)

- **Prerequisite:** Upper division standing; completion of 2nd year composition (ENG 214 or equivalent); completion of core requirements of cinema major; completion of CINE 527 or H ED 527 and consent of instructor.

Production of documentary films with a focus on issues related to social justice and health. Includes research to identify salient issues and community participants. Develops proficiency in various stages of documentary filmmaking (pre-production, production, post-production). Culminates in public screening of film projects. Lecture, 3 units; activity, 3 units. (Cross-listed with H ED 528.)
CINE 542 Producing and Financing Films II (3): Regular; C-02; Fall 2012 40515
Prerequisite: Upper division standing; completion of CINE 442 or consent of instructor; completion of core requirements of cinema major; completion of 2nd year written composition (ENG 214 or equivalent).
Examines the economics of post-production, marketing, distribution and exhibition of independent films. Explores role of producer during post-production stage of independent filmmaking. Develops skills in creating collaborative strategies for marketing and distribution, including use of Web and social media tools.

CINE 554 Writing for Documentary and Nonfiction Film (3):
Regular; C-03; Fall 2012 40516
Prerequisite: Upper division standing; completion of CINE 456 or consent of instructor; major and minor only.
Teaches the writing of a script for a documentary film project. Examines research process for documentary concept. Develops techniques for writing treatments and creating visual plans. Explores methods of incorporating interviews and other nonfiction devices.

IBUS 531 Cross-Cultural Innovation and Creativity in Business and Management (3):
Regular; C-02; Fall 2012 40517
Prerequisites: Upper division standing; IBUS 330 with grade of C- or better; or consent of instructor.
Examination of the innovative, creative products, services and managements process in a cross-cultural environment. Exploration of macro and micro environment factors that influence innovation and creativity within. (Plus-minus letter grade only.)

ISYS 573 Building Mobile Business Applications (3); Topic; C-02 & C-13; Fall 2012 40518
Prerequisites: Upper division standing; ISYS 350 or 1 semester of programming with grade of C- or better.
Design and develop applications for mobile devices including tablet computers and smartphones. Building successful business applications for mobile devices that interfaces with backend system. Lecture, 2 units; laboratory, 1 unit.

ISYS 850 Seminar in Business Intelligence (3): Regular; C-05; Fall 2012 40519
Prerequisite: Graduate standing or consent of instructor; BUS 782.
Tools and techniques for extracting business intelligence from data to support strategic decision making. Applications of business intelligence and analytics methodologies in different functional areas. Managerial implications. (Plus-minus letter grade only.)

MGMT 655 Managing Entrepreneurial Organizations (3); Topic; C-05; Fall 2012 40520
Prerequisite: Upper division standing; MGMT 405; management major and minor only.
Management and organization of entrepreneurial firms, and strategies to cope with them. Dynamics of new and emerging business sectors, and the types of decisions and actions that help entrepreneurial firms successful implement innovative ideas. (Plus-minus letter grade only.)
MUS 234  Modern Musicianship: Theory and Ear Training I (4):
Regular; C-02; Fall 2012  40521
Examination of music notation, terminology, rhythm, scales and modes, key signatures and the circle of fifths, intervals, transposition, chords and chord progressions, figured bass, lead sheet notation, Roman numeral analysis and basic structures integrating active performance of all concepts.

MUS 235  Modern Musicianship: Theory and Ear Training II (4):
Regular; C-02; Fall 2012  40522
Prerequisite:  MUS 234.
Continuation of MUS 234. Examination of nondiatonic scales, advanced chords, chord inversions and voicings, chord substitutions, nonharmonic tones, lead sheet notation, Roman numeral analysis, and basic structures. Focus on the integration of written notation and active performance.

SCI 50  Math Concepts-Preparatory Mathematics for Pathways Courses (1):
Regular; C-01; Fall 2012  40523
Prerequisite:  Concurrent enrollment in MATH 50 required.
Student-center discussion and problem solving section. Promotes understanding of key concepts and enhances student success in the paired course. (Plus-minus ABC/NC, CR/NC grading only.)