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Objective

The Graduate Division of the College of Professional Studies is a uniquely structured unit within the University offering academic degree programs in professional fields. The College is committed to offering each student an education that prepares that individual to make significant contributions to society, to the local community and to his/her chosen profession. The mission is accomplished by providing an education which is value-oriented and consistent with the historical relationship of St. John's University to the Catholic community. The uniqueness of the College comes from its blend of a strong liberal arts model of education combined with a highly respected professionally oriented curriculum. Throughout each of the college's programs, an enriched intellectual and academic environment is provided, enabling the student to explore and develop an appreciation for truth and within which the value and dignity of the human person is understood and respected.

Division of Computer Science, Mathematics and Science: Master of Science (M.S.) in Data Mining and Predictive Analytics

Program Description

The M.S. program in Data Mining and Predictive Analytics will combine the study of data mining, predictive analytics, and business intelligence. Predictive analytics applies powerful statistical and data mining techniques to large data sets in order to generate useful information, identify patterns and trends, and build models to predict future events. Applications of these techniques are now transforming decision-making throughout business, government, healthcare, and academia. The demand for professionals knowledgeable in this area is projected to grow rapidly in the coming years. This M.S. degree is a STEM designated program.

Admission Requirements

Admission to the program is contingent upon an assessment of the candidate's ability to successfully pursue graduate study. This assessment will be made by examining previous academic performance, letters of recommendation, the applicant's essay, work experience, performance on standardized exams (such as the GRE), and any other evidence that the admissions committee believes to be relevant.

Applicants must submit the following evidence of their ability to pursue graduate study:

1. A baccalaureate degree from a regionally accredited college or university. Transcripts from each institution attended must be submitted even if a degree was not conferred.
2. A record of scholarly achievement at the undergraduate level. Applicants are expected to have a 3.0 (based on a 4.0 scale) cumulative undergraduate grade point average, and a 3.0 in their major field of study. An applicant whose grade point average is below 3.0 may submit an official copy of his/her GRE to support his or her application.
3. Two letters of recommendation from individuals who can comment on the applicant's academic abilities and potential to succeed in an academically rigorous graduate program. At least one of these letters must be from an instructor who has taught and evaluated the applicant in an academic setting.

4. Completion of the following undergraduate mathematics courses or equivalent:
MTH 1008 - Matrix Methods
MTH 1009 - Calculus I
MTH 1013 - Probability and Statistics I
MTH 1014 - Probability and Statistics II

Degree Plan

A. Required Courses (15 credits)

DS 609	Advanced Managerial Statistics	3 credits
DS 633	Applied Regression and Forecasting Models	3 credits
CUS 510	Database System Design and Data Warehousing	3 credits
CUS 610	Data Mining and Predictive Modeling I	3 credits
CUS 615	Data Mining and Predictive Modeling II	3 credits

B. Choice of Two Electives (6 credits)

CUS 640	Natural Language and Text Processing	
CUS 625	Computer Visualization Applications	3 credits
CUS 630	Operations Research	3 credits
CUS 635	Web Data Mining	3 credits
CUS 670	Monte Carlo Techniques	3 credits
CUS 675	Database Programming	
CUS 680	Distributed Big Data Analytics I	
CUS 681	Distributed Big Data Analytics II	

C. Analytics Specialization (6 credits)

C1. Marketing Analytics

MKT 508	Marketing Management	3 credits	MKT 611
	Data Analysis in Marketing Research	3 credits	OR

C2. Healthcare Analytics

Either:	MPH 204 Healthcare System and its Financing
Or:	PAS 219 Healthcare Outcomes Assessment

Followed by: HCI 520 Medical and Health Informatics

D. Capstone Course (3 credits)

CUS 690	Applied Analytics Project	3 credits
	OR	
CUS 695	Software Implementation Project	3 credits

Total: 30 credits

Completion Requirements

All candidates admitted to the MS in Data Mining and Predictive Analytics degree program of study must complete all degree requirements within five years of commencing study and must complete the 30-credit program with a minimum average of "B" (3.0 GPA).

Course Descriptions

CUS 510 Database System Design and Data Warehousing

An examination of techniques used for database design, implementation, and management. Design and construction of data warehouses, including choosing internal and external data sources, determining the degree of granularity, selecting time spans, and choosing how to group subjects. Introduction to data mining, including definition, objectives, query design and analysis of query results.

CUS 610 Data Mining and Predictive Modeling I

Pre/Co-requisite: CUS 510. Serving as the foundation of predictive analytics, this course focuses on identifying patterns and relationships in data and the creation of models to determine future behavior. Data mining algorithms and techniques will be studied and applied to extract valuable information from large data sets. The process of knowledge discovery will be covered from data collection and preparation to data analysis, model development, and deployment. Data mining algorithms for association, classification and prediction will be examined, along with the development of models to predict categorical and continuous outcomes.

CUS 615 Data Mining and Predictive Modeling II

Prerequisite: CUS 610. As the second course in the data mining and predictive modeling sequence, this course includes topics such as neural networks, data stream mining, time series data, web mining, and sequence detection. Algorithms for complex data types and advanced data preparation methods will be covered. Additional topics include model performance evaluation and combining models to improve predictions.

CUS 620 Introduction to Programming for Analytics

As an intensive introduction to programming, this course will focus on programming fundamentals, including problem solving and algorithms. Focus will be on designing and implementing programs in the Python programming language. Programming concepts such as data types, control structures, functions, recursion, and text manipulation will be covered. The course will then continue to topics such as data structures, classes, and algorithm analysis. In addition, we will analyze data obtained through file I/O and database sources.

CUS 625 Computer Visualization Applications

Pre/Co-requisite: CUS 610. Study of computer visualization tools used to navigate the data analysis process in order to identify important informational patterns. The course will focus on learning how to use current computer graphical methods to produce visualizations that display data clearly and effectively.

CUS 630 Operations Research

Pre/Co-requisite: CUS 610. Review of probability theory; stochastic processes; queueing theory; inventory theory; review of solution of systems of linear equations; linear programming; duality; assignment and transportation problems; applications of mathematical models.

CUS 635 Web Data Mining

Pre/Co-requisite: CUS 610. Investigation of concepts and algorithms that add intelligence to web-based information systems in areas from business to healthcare to e-government to education. We will cover concepts from data mining and text mining as they apply to the web, and discuss the use of ontologies and semantic web languages.

CUS 640 Natural Language and Text Processing

Prerequisite: CUS 620. The intent of this course is to present a fairly broad graduate-level introduction to Natural Language Processing (NLP, a.k.a. computational linguistics), which is the study of computing systems that can process, understand, or communicate in human language. The primary focus of the course will be on understanding various NLP tasks as listed on the course syllabus, algorithms for effectively solving these problems, and methods for evaluating their performance. There will be also a focus on statistical learning algorithms that train on (annotated) text corpora to automatically acquire the knowledge needed to perform a task.

CUS 670 Monte Carlo Techniques

Prerequisites: MTH 1010 and MTH 1014, or equivalent; Pre/Co-requisite: CUS 610. A study of the computational algorithms that rely on repeated random sampling to compute their results. Examples of computer simulation of physical and mathematical systems.

CUS 675 Database Programming

Prerequisite: CUS 1126, or equivalent; Pre/Co-requisite: CUS 610. Development of large-scale software applications which are integrated with a database management system. Topics include database programming using open architectures, stored procedures, transaction management, web-based applications, and extensible markup data definition and retrieval languages.

CUS 680 Distributed Big Data Analytics I

An exploration of the process of analyzing massive datasets in order to achieve actionable insight and scientific discovery at large scale. We will examine a distributed computing architecture based on a technology that is rapidly becoming the de-facto leader in this space: Hadoop. We will develop real hands-on experience using MapReduce and higher level computational languages like Hive and PIG. We will also introduce SPARK, an analytical language conceived with distributed systems in mind and, together with Hadoop 2, we will move away from the traditional batch-mode operational format toward a more interactive one.

CUS 681 Distributed Big Data Analytics II

Prerequisite: CUS 680. An examination of the functional programming characteristics of distributed algorithms. Building on Distributed Big Data Analytics I, we continue to explore the ability to process and analyze massive datasets, but with particular attention to the algorithmic aspect. Students will be provided with the necessary problem-solving and coding skills required to tackle distributed big-data projects.

CUS 690 Applied Analytics Project

Pre/Co-requisite: CUS 615. Data mining and analytics techniques will be applied in a domain area selected by each student. Knowledge discovery and predictive analytics have become valuable across data-rich disciplines and fields. Students will design and complete a project that involves collecting data and analyzing information with the goal of generating useful knowledge. Domain applications may include areas such as: business and management, finance and economics, medicine and healthcare, public health, marketing and CRM, security, and social networks.

CUS 695 Software Implementation Project

Prerequisite: CUS 1126, or equivalent; Pre/Co-requisite: CUS 615. Data mining, web mining, and text mining methods will be applied in the context of a software system. Students will design and build a working software implementation. Domain applications may be in areas such as business and management, finance and economics, medicine and healthcare, social network mining, e-government and education.

HCI 520 Medical and Health Informatics

This course will focus on information technologies that are used to represent, transmit, and analyze medical data and information in the healthcare field. Biomedical databases, classification systems for medical data, as well as messaging standards utilized by healthcare systems for information exchange will be covered.

Master of Professional Studies (M.P.S.) in Homeland Security and Criminal Justice Leadership

Program of Study

The Graduate Division of the College of Professional Studies offers the Master of Professional Studies in Homeland Security and Criminal Justice Leadership which prepares students for management and executive positions by examining critical leadership issues confronting the homeland protection and criminal justice system. The program employs

an integrative approach linking theory with professional practice. As a result, criminal justice practitioners gain the advanced knowledge and leadership skills that are essential for executive positions in policing, courts administration, correctional services, homeland security, and corporate and institutional security.

Students benefit from the superb resources and faculty of St. John's University, one of the largest Catholic universities in the U.S. St. John's has a long record of excellence in educating criminal justice professionals. This distinguished record—and the University's close ties to the criminal justice community—add luster to this outstanding learning experience.

The Master's degree in Homeland Security and Criminal Justice Leadership is a 36-credit program of study.

Completion Requirements

All candidates admitted to the Master of Professional Studies in Homeland Security and Criminal Justice Leadership must complete the degree requirements within five years of commencing studies. Students must complete the 36-credit program with an average of "B" (3.0 GPA).

Admission Requirements

Applicants must submit the following evidence of their ability to pursue graduate study:

1. A baccalaureate degree from a regionally accredited college or university
2. A record of scholarly achievement at the undergraduate level. In general, applicants are expected to have an overall undergraduate average of "B" (3.0/4.0).
3. Two letters of recommendation from individuals who can comment on the candidate's academic abilities and potential to succeed in an academically rigorous graduate program. An academician who has taught and evaluated the candidate at the undergraduate level should submit one of these references. A supervisor or manager at the agency where an applicant is employed may submit a letter that addresses the applicant's leadership potential.
4. An essay of approximately 300 words describing the candidate's reason for pursuing graduate study and his or her leadership objectives must be included with the admission application.

Program Requirements

The M.P.S. in Homeland Security and Criminal Justice Leadership is a 36-credit program that offers a comprehensive program of study to ensure that students meet specific learning objectives. Students may choose up to four courses from the "Selected Topics" offerings, which feature different topics on a number of pressing issues facing the criminal justice system. All courses in the M.P.S. Program are three-credit offerings.

Curriculum: 36 Credits

Core Courses—18 credits:

HCL 101	Police and Homeland Security Leadership
HCL 102	Critical Issues in Correctional Administration
HCL 103	US Constitution and Homeland Protection
HCL 201	Criminal Justice Policy Formation and Analysis
HCL 202	Leadership in Public Administration
HCL 203	Ethical Leadership: Principles and Practices

Research Courses—6 Credits:

HCL 401	Methods of Research in Criminal Justice
HCL 501	Applied Research Project: The Capstone

Selected Topics:

Elective Courses—12 Credits:

HCL 301.0	Leadership Issues in Critical Incident Management
HCL 301.1	Criminological Theory
HCL 301.2	Leadership Topics I
HCL 301.3	Leadership Topics II
HCL 301.4	Seminar in Stress Management
HCL 301.5	Seminar in Global Terrorism
HCL 301.7	Leadership in Media Relations
HCL 301.8	Issues in Global Security
HCL 302	Selected Topics I
HCL 302.4	Organizational Dysfunction
HCL 302.5	Court Administration and Leadership
HCL 302.6	Contemporary Legal Problems in Criminal Justice
HCL 302	Selected Topics II
HCL 303	Police Leadership; A Global Perspective
HCL 304	Police Leadership; A Global Perspective
HCL 310	Leadership Thesis
MGT 232	Organizational Behavior
MGT 280	Organizational Development
HCL 500	Seminar in Applied Leadership Practices

Course Descriptions

HCL 101 Police and Homeland Security Leadership

This course traces the history of American policing and examines organizational models used to deliver police services to communities. Students review the literature and research on policing in a democratic society. *Credit: 3 semester hours.*

HCL 102 Critical Issues in Correctional Administration

This course addresses the most pressing issues facing correctional managers and executives and traces the history of correctional theories, with particular emphasis placed on care, custody and control issues. *Credit: 3 semester hours.*

HCL 103 The U.S. Constitution and Homeland Security

Students analyze landmark decisions of the U.S. Supreme Court to explore the tension between the goals of public safety and individual liberty in a democratic society, and how these competing interests currently have been balanced in the U.S. *Credit: 3 semester hours.*

HCL 201 Criminal Justice Policy Formation and Analysis.

This course provides an advanced examination of the development, implementation and evaluation of criminal justice policy in the United States and elsewhere. *Credit: 3 semester hours.*

HCL 202 Leadership in Public Administration

This course examines the field of public administration with specific emphasis placed on the executive and leadership responsibilities of the criminal justice administrator. *Credit: 3 semester hours.*

HCL 203 Ethical Leadership Principles and Practices

This course analyzes the most pressing ethical issues facing the criminal justice executive. Case studies are reviewed to determine more effective integrity control policies and procedures. *Credit: 3 semester hours.*

HCL 301 Selected Topics Series in Criminal Justice

These courses feature an in-depth analysis of a selected topic in criminal justice. A different topic will be examined each semester, enabling students to explore a pressing contemporary issue in criminal justice. *Credit: 3 semester hours.*

HCL 401 Methods of Research in Criminal Justice

Students will be exposed to major research studies in policing, the courts and corrections, and encouraged to identify their relative strengths and weaknesses based on accepted research concepts and techniques. *Credit: 3 semester hours.*

HCL 500 Seminar in Applied Leadership Practices

This course is designed to provide graduate students with the supervised observation and/or application of the professional practices of leadership. This practical perspective (field work), when coupled with readings and graduate seminars, will provide students with a rich, integrated understanding of the most current leadership practices. The seminar in Applied Leadership Practices is an elective. *Credit: 3 semester hours.*

HCL 501 Applied Research Project: The Capstone

The Capstone Project is a comprehensive analysis of a significant incident, case problem or policy dilemma related to an agency with which the criminal justice practitioner is familiar. *Credit: 3 semester hours.*

The Doctor of Professional Studies (DPS)

Program Description

The Doctor of Professional Studies (DPS) is a professional degree program in Homeland Security designed to prepare candidates for executive-level and other decision-making roles within the Homeland Security Enterprise. Candidates will focus, in particular, on cooperation, coordination and collaboration among public and private actors and entities within the Homeland Security Enterprise, both domestically and internationally.

Applicants must submit an online application with the following materials:

Evidence of a bachelor's degree from an accredited college or university with a cumulative GPA of at least 3.0/4.0.

Scores for the Graduate Record Examinations (GRE) General Test. (Applicants with at least 30 credits of graduate work and cumulative GPA of 3.5 or greater are exempt from the GRE but submission of scores are strongly recommended.)

Three letters of reference, at least one of which attests to the applicant's research ability.

A personal statement of approximately 300 words describing the applicant's reason for seeking admission into the program, professional experience, career goals, and research interests.

An interview may be required at the discretion of the Admission Committee.

Admission Requirements

Applicants must submit an online application with the following materials:

Evidence of a bachelor's degree from an accredited college or university with a cumulative GPA of at least 3.0/4.0.

Scores for the Graduate Record Examinations (GRE) General Test. (Applicants with at least 30 credits of graduate work and cumulative GPA of 3.5 or greater are exempt from the GRE but submission of scores are strongly recommended.)

Three letters of reference, at least one of which attests to the applicant's research ability.

A personal statement of approximately 300 words describing the applicant's reason for seeking admission into the program, professional experience, career goals, and research interests.

An interview may be required at the discretion of the Admission Committee.

Degree Plan

Required Core Courses: 25 credits

HLS 101.1	Homeland Security Enterprise Residency (1 Credit)
HLS 101	Homeland Security Enterprise (3 Credits)
HLS 102	Intelligence for Homeland Security: Organizational and Policy Challenges (3 credits)
HLS 103	Critical Infrastructure: Vulnerability, Analysis and Protection (3 credits)
HLS 104.1	Disaster Management I: Preparedness and Response Residency (1 Credit)
HLS 104	Disaster Management I: Preparedness and Response (3 Credits)
HLS 105.1	Disaster Management II Operational Continuity and Recover Residency (1 Credit)
HLS 105	Disaster Management II Operational Continuity and Recover (3 Credits)
HLS 106	Ethical Leadership: Principles and Practices (3 credits)
HLS 107.1	Theories and Concepts of Security Residency (1 Credit)
HLS 107	Theories and Concepts of Security (3 Credits)

Required Research Courses: 14 credits

HLS 401	Introduction to Research Methods (3 credits)
HLS 402	Advanced Research Methods I (4 credits)
HLS 403	Advanced Research Methods II (3 credits)
HLS 404	Statistical Analysis in Research (4 credits)

7 Elective Courses: 21 credits (3 credits per class)

HLS 300	Selective Topics in Homeland Security Cooperation and Coordination
HLS 303	(Cross Referenced with HCL 301.8): Issues in Global Security
HLS 305	(Cross Referenced with HCL 301.5) Seminar in Global Terrorism
HLS 301	(Cross Reference with HCL 101): Police and Homeland Security Leadership
HLS 302	(Cross Reference with HCL 103): U.S. Constitution and Homeland Protection
HLS 304	(Cross Reference with HCL 201): Policy Formation and Analysis
HLS 306	Migration and Border Security
MGT 280	Organization Development
MGT 232	Organizational Behavior

Six Internship credits: The DPS requires the completion of six-credit hours of internship experience directly related to the field of Homeland Security under faculty supervision. Students who have significant relevant work experience within the industry will not be

required to complete an internship. The waiver of this requirement must be supported with an experiential learning portfolio submitted by the student and is at the discretion of the program director or his or her designee.

Qualifying Examination: Upon successful completion of the required core courses and prior to starting their doctoral dissertation, students are required to pass a comprehensive examination by demonstrating a mastery of the learning objectives of all core courses.

Dissertation Research: 12 credits (3 credits per class)

HLS 501	Dissertation Research I
HLS 502	Dissertation Research II
HLS 503	Dissertation Research III
HLS 504	Dissertation Research IV

Dissertation: The degree of Doctor of Professional Studies shall be conferred upon completion and successful defense of the dissertation before the candidate's dissertation committee.

Course Descriptions

HLS 101.1 Homeland Security Enterprise Residency (1 Credit) & HLS 101 Homeland Security Enterprise (3 Credits)

Mitigating and defending against dynamic threats, minimizing risk, and maximizing the ability to respond and recover from attacks and disasters requires partnerships across the federal government, public and private sectors, and communities across the country and around the world. The dynamics of these various entities engaged in the protection of the homeland are analyzed. Administrative, legislative, operational and legal challenges facing these institutions are also a major focus.

HLS 101 Homeland Security Enterprise (4 credits)

Mitigating and defending against dynamic threats, minimizing risk, and maximizing the ability to respond and recover from attacks and disasters requires partnerships across the federal government, public and private sectors, and communities across the country and around the world. The dynamics of these various entities engaged in the protection of the homeland are analyzed. Administrative, legislative, operational and legal challenges facing these institutions are also a major focus.

HLS 102 Intelligence for Homeland Security: Organizational and Policy Challenges (3 credits)

Provides a comprehensive review and discussion of challenges and concerns facing the U.S. Intelligence Community and its role in homeland security including terrorism, emergency management and cyber-security. The role of other federal agencies, state and local governments, and the private sector are also analyzed through the framework of policy, organizational and substantive issues.

HLS 103 Critical Infrastructure: Vulnerability, Analysis and Protection (3 credits)

Provides students with the tools necessary to analyze the various threats and vulnerabilities that impact the ability to protect critical infrastructure from all hazards. Critical infrastructure is rationalized through the framework of a "systems of systems" approach. This approach focuses in interdependency and how critical infrastructure functions.

HLS 104.1 Disaster Management I: Preparedness and Response Residency (1 Credit) &

HLS 104 Disaster Management I: Preparedness and Response (3 Credits)

Provides an inclusive review and discussion of challenges and concerns facing the government and private community in preparing and responding to man-made and natural disasters. Look at the relationship between community preparedness and key emergency management functions. Emphasis will be on the role of federal agencies, state and local levels of government, and the private sector on how they prepare for and respond to national emergencies.

HLS 105.1 Disaster Management II Operational Continuity and Recover Residency (1 Credit) &

HLS 105 Disaster Management II Operational Continuity and Recover (3 Credits)

Operational Continuity and Recovery are critical areas of competence for managers in private sector, as well as public sector organizations. The diverse emergency management, crisis management, contingency planning, recovery and restoration issues facing the private sector and governmental organizations is analyzed in term of internal operations and interfaces them with the public and private sector homeland security and emergency management community. Applied methodologies used to plan and recover systems and business processes is a major focus.

HLS 106 Ethical Leadership: Principles and Practices (3 credits)

This course analyzes the most pressing ethical issues facing executive operating within the homeland security enterprise. Case studies are reviewed to determine more effective integrity control policies and procedures.

HLS 107.1 Theories and Concepts of Security Residency (1 Credit) &

HLS 107 Theories and Concepts of Security (3 Credits)

The concept of security is one that permeates through a wide range of social science disciplines including, psychology, sociology, political science and international relations. This course examines the various theories from these disciplines ranging from the individuals need to feel secure to the emerging concept of "human security." Particular focus is placed on how these theories have influence the development of the concept of homeland security.

HLS 401: Introduction to Research Methods (3 credits)

Students will be exposed to major research studies in homeland security and related disciplines in order to identify their relative strengths and weaknesses based on accepted research concepts and techniques.

HLS 402.1 Advanced Research Methods I Residency (1 Credit) & HLS 402 Advanced Research Methods I (3 Credits)

Advance critical thinking, the ability to evaluate research in academic journals and professional report, to critique the language and methods of research and to prepare for a doctoral level dissertation that is rigorous and reflects the needs and problems of the homeland security field.

HLS 403: Advanced Research Methods II (3 Credits)

Using critical thinking and specialized knowledge the student will design a research project on a specific homeland security issue. This project will include problem identification, literature review, research design, statistical analysis, and hypothesis development. This project will serve as the students dissertation proposal and must be defended.

HLS 404.1 Statistical Analysis in Research Residency (1 Credit) &

HLS 404 Statistical Analysis in Research (3 Credits)

Statistical concepts, data analysis, designed and observational studies and a range of statistical methods are analyzed with a focus on their application in social science research. Topics include numerical and geographical summaries of data, hypothesis testing, confidence intervals, counts and tables, analysis of variance, regression, principal components, and cluster analysis.

Master of Science (M.S.) in International Communication

General Requirements:

Entrance Requirements for M.S. in International Communication

For admission to the graduate studies program in International Communication, students are expected to have an undergraduate degree from an accredited institution. All applications are subject to departmental review to assess the appropriateness of the applicant; students may be accepted with Special Student status, provided that the applicants have, in the judgment of the department, necessary preparation to take on the graduate studies in the International Communication program.

Admission M.S. in International Communication

Admission M.S. in International Communication is contingent upon an assessment of the candidate's ability to successfully pursue graduate study.

Ability is demonstrated by previous academic performance, letters of recommendation and other factors that suggest academic potential and motivation.

Degree candidate must provide the following for admission consideration:

1. Evidence of a baccalaureate degree from an accredited college or university including official transcripts from each institution attended.
2. Two letters of recommendation from instructors/professors or other qualified individuals.
3. Minimum GPA must be 3.0.

Degree Requirements:

To be considered as a degree candidate the student must meet the following requirements.

1. Must complete 18 credits of core required courses, and 9 electives courses
2. Must maintain a minimum of 3.0 overall average
3. Those opting for thesis must follow the guidelines in consultation with the Director of the Program
4. Demonstrate proficiency in a foreign language (this requirement may be fulfilled during the course of studies in the program, as long as it is before graduation).
5. Pass Comprehensive Exam

Required Courses:

ICM 800	Theories and Processes of Communication
ICM 801	International Communication
ICM 802	Media and Communication Research Methods
ICM 810	Media, Communication and Public Policy
ICM 811	Media, Culture and Society
ICM 812	International Communication and Global Development

Electives:

ICM 820	Communication and New Media: Building Communities
ICM 821	International Public Relations
ICM 822	International Advertising
ICM 830	Crisis Communication
ICM 833	Political Communication
ICM 834	Transnational Advocacy Campaign
ICM 835	Media Governance
ICM 836	Global Feminism and Media
ICM 837	Media, Communication and Public Diplomacy
ICM 838	Media, Communication and Human Rights
ICM 839	Ideology, Propaganda and Communication

ICM 840	Special Topics
ICM 850	Thesis I
ICM 851	Thesis II
ICM 860	Internship I
ICM 861	Internship II
ICM 865	Independent Study

Course Descriptions

ICM 800 Theories and Processes of Communication

This course is designed to give students a working map of important theories in communication. It will take a close, critical look at some of the most important contemporary theories of human communication, emphasizing their practical applications for society, public policy, and our everyday lives. The course helps students prepare for thesis work and scholarly investigation. *Credit: 3 semester hours.*

ICM 801 International Communication

This course will focus on ideological-humanistic, economic and political aspects of communication in selected European and developing countries. An emphasis will be on the impact it has had on the mass media and on information exchange, economics and national identity. It will also examine various aspects of world telecommunication and media systems from historical, political and legal points of view. International communications networks are far from homogeneous; they are full of contradictions and they are subject to powerful social, political, and cultural forces. *Credit: 3 semester hours.*

ICM 802 Media and Communication Research Methods

Research in communication is a necessary tool in the search for answers. This course in mass media and communication research will investigate methods used in collecting and analyzing information and communication data, and will study scientific methods of qualitative and quantitative research. Students will learn to critically evaluate published research, design instruments for research and exercise them within the classroom. *Credit: 3 semester hours.*

ICM 810 Media, Communication, and Public Policy

This course will explore the role of media in influencing domestic and foreign policy. It will particularly examine the role of elite media in initiating and shaping public discourse and public policy. It will study the processes of public policy and how media mediate the outcomes of policy. It will closely examine the processes and theories of public opinion and persuasion. *Credit: 3 semester hours.*

ICM 811 Media, Culture, and Society

This course is an exploration of the role of media in popular culture and society. The media's role in reflecting society and, in turn, the role of society in shaping media practice will be explored. *Credit: 3 semester hours.*

ICM 812 International Communication and Global Development

This course will explore and propose communication as a vehicle for promoting justice and human rights in a pluralistic society. The course will encompass a broad range of theoretical and historical studies of communication, media and development. Particular attention will be paid to the trends of globalization and economic upheaval. Students will learn the development of global communication structures and world information and communication order; a particular focus will be paid to development media and the inter-relationship between communication and development, advocacy communication, communication as an instrument of integration, and to issues of peace, war, and communication. *Credit: 3 semester hours.*

ICM 820 Communication and New Media: Building Communities

This course is designed to explore the application of new and converging media, and demonstrate, through various class projects, their proficiency in using them comfortably and effectively. This course will focus on theories of new media applications, and on the creative and developmental dimensions of new media and building communities within various cultural contexts. *Credit: 3 semester hours.*

ICM 821 International Public Relations

An interdisciplinary approach will draw case studies from a range of areas, including international public relations, integrated marketing communication (international advertising), international social marketing, development and participatory communication, public diplomacy and propaganda, international non-governmental organizations (NGOs), and international responses to humanitarian crisis. *Credit: 3 semester hours.*

ICM 822 International Advertising

This course focuses on the basic principles of international marketing communication in the 21st century with an emphasis on global advertising. These principles will include global versus local creative strategies and executions, international media opportunities, and global research methods. The course does not provide a country-by-country analysis of the global marketplace. Given how quickly our world changes, this would be a futile effort. Rather, it equips the student with an understanding of the basic principles of global marketing and advertising, including the differing cultural, economic, and political factors that have an impact on international marketing communications. *Credit: 3 semester hours.*

ICM 830 Crisis Communication

Crisis communication is an advanced level public relations course. In view of the fact that crises are becoming more and more frequent, there is a need to understand crisis communication from an academic and practitioner point-of-view.

The purpose of this course is to develop a theoretical conceptualization of the process of crisis communication and an understanding of crisis communication practices. It focuses on the issues relevant to the planning, development and execution of crisis communications programs for businesses, governments, organizations and stakeholders during a crisis. A particular emphasis will be placed on covering the emergence of new media technologies, the rise of consumer power, the growing development of international public relations, and the need for an audience orientation to studying and practicing crisis communication. *Credit: 3 semester hours.*

ICM 831 International Film Studies

A chronological review of the development of international cinema as an answer to the Hollywood industry—decade by decade, for more than 100 years. Students learn critical and technical vocabulary of the subject and study important films in weekly screenings. This course combines readings in theories of globalization and cosmopolitanism of international cinema with case studies about the formation of a global consciousness through cinema and other audiovisual media. *Credit: 3 semester hours.*

ICM 832 Design for Print and Web in Global Media

This course exposes students to concepts and procedures in preparing art and design for professional printing and Web design and development. Topics will include layout, file preparation, color selection, digital proofing and output, and print technology. The course focuses on effective print design, planning a publications program, budgeting and working with printers and suppliers. This course also features instruction in the principles and techniques of web page creation and design. Students will review current designers' solutions to complex media projects and pursue their own direction, with an emphasis on innovation. Individual projects are created dealing with fundamental aspects of design. *Credit: 3 semester hours.*

ICM 833 Political Communication

This course reviews major areas of research in political communication, and how various forms of media shape civic life, elections, and policy decisions. It will also study how citizens, journalists, and elected officials make sense of and use political messages, and examine how news, advertising, and entertainment media shape perceptions, emotions, and behavior, how micro-targeting approaches are either complementing or replacing campaign activities and mobilization efforts. *Credit: 3 semester hours.*

ICM 834 Media, Communication and Human Rights

This course will provide a thorough background for understanding how "human rights" can be used as an objective conceptual framework regardless of one's political or social persuasions, and closely examine the critical role of media in shaping the internationalization

of human rights. The focus will be on successful and unsuccessful combinations that provoke and sustain tangible respect for human rights. *Credit: 3 semester hours.*

ICM 835 Media Governance

This course is designed to give students a thorough understanding the concepts, stakeholders in, and international practices of, media governance. Media governance is a concept that is used to refer to media and communication policies, as well as to self-regulation of media organizations, in the digital era. The course covers a variety of contested issues regarding media technologies, media and communications businesses, and consumption practices. In addition, questions of governance are increasingly international and even global. Challenges to privacy, intellectual property rights, cross—media ownership, and freedom of expression no longer pertain only to individual governments, but re-define business practices, challenge marketing and PR efforts, transform the nature of journalism, and impact everyday lives of citizens all around the world. In our increasingly mediated societies, media governance challenges are constantly being debated amongst and between media industries, networks and service providers, journalists, policy makers, and civil society. *Credit: 3 semester hours.*

ICM 836 Global Feminism and Media

An examination of the various ways feminism is defined and used in the construction of media representations of women. Contemporary cultural theories of representation and tools for creating critical cultural analysis are reviewed with the focus not only on how women have been represented by others across cultures, but also on how women, in more recent years, have been choosing to influence means of representation. *Credit: 3 semester hours.*

ICM 837 Media, Communication and Public Diplomacy

In the media-centric world, public diplomacy is gaining greater significance. In this course students will examine and study very closely the role of transnational news and media diplomacy, how media channels are used to impact outcomes in matters of public diplomacy, and how this in turn impacts nation-state efforts in diplomacy. We will examine media as vehicle for public and cultural diplomacy, or soft power, in a world of politics, and how the line between state-diplomacy and public diplomacy is increasingly blurred. *Credit: 3 semester hours.*

ICM 839 Ideology, Propaganda and Communication

This course is designed to study ideology and propaganda by drawing on political philosophy and history to analyse three fundamental concepts and the ways in which they are connected: ideology, propaganda and communication. *Credit: 3 semester hours.*

ICM 840 Special Topics in International Communication

This course will address topical issues and will be organized in seminar form. Guest speakers with expertise in various areas of international communication may be invited to address students. *Credit: 3 semester hours.*

Master of Professional Studies (M.P.S.) in Sport Management

Objective

New York City is called “the sports capital of the world.” A St. John’s graduate degree in sport management offers students in this large metropolitan sport community an opportunity to pursue advanced education in this field. The coaching and international specializations serve both college graduates who wish to pursue careers in sport management and current practitioners who wish to enhance their knowledge and skills. The program provides access to education in coaching/administration and sport management founded on Vincentian principles of ethics and social justice. Professionals grounded in these principles can have a positive effect on the climate of sport, both amateur and professional.

Program of Study

The 36-credit program curriculum is based on the guidelines of the Commission on Sport Management Accreditation (COSMA) and the National Council for Accreditation of Coaching Education (NCACE). Specializations are available in the international dimensions of sport and coaching leadership.

Coaching Leadership Specialization

This specialization meets the demand for professionally trained coaches and program administrators of school-based sport at all educational levels, as well as positions in league and community-centered programs. Well trained, ethically grounded professionals in these areas are increasingly important for the physical and emotional well being of young athletes. Graduates with the coaching leadership specialization are well equipped for careers in both educational and professional sport areas.

International Dimensions of Sport Specialization

This specialization is designed to meet the need for managers in the increasingly complex global sport industry which extends well beyond the Olympics, Grand Slam tennis and World Cup soccer. Not only do individual college and professional athletes participate in sport outside their home countries, but also, many American college and professional

teams compete with teams throughout the globe. Graduates with a specialization in the international dimensions of sport are prepared to meet the needs of both national and international sport organizations.

Completion Requirements

All candidates admitted to the MPS in Sport Management degree program must complete all degree requirements within five years of commencing study and must complete the 36-credit program with a minimum average of “B” (3.0 GPA).

Required Courses: 21 Credits

SPG 301	Strategic Sport Management
SPG 302	Strategic Communication in Sport
SPG 304	Philosophy, Principles, and Leadership in Sport
SPG 305	Ethical and Legal Aspects of Sport
SPG 306	Financial Perspectives in Sport
SPG 312	Seminar in Sport Management
SPG 401	Research Methods in Sport

Elective Courses: 15 Credits

SPG 307	Social/Psychological Aspects of Sport
SPG 308	Sport Science: Coaching for Optimal Performance
SPG 309	Sport Science: Techniques and Analysis
SPG 310	Event and Venue Administration: International Perspectives
SPG 311	Sport Marketing: International Perspectives
SPG 313	Power, Politics, and International Sport Governance
SPG 314	Sport Statistics and Analytics
SPG 315	Creativity and Innovation in Sport
SPG 402	Special Topics in Sport Management
SPG 500	Internship (3 credits)
SPG 502	Thesis I
SPG 503	Thesis II
SPG 510	Internship (6 credits)

Admission Requirements

Admission to the program contingent upon an assessment of the candidate’s ability to successfully pursue graduate study. This assessment will be made by examining previous academic performance, letters of recommendation, the applicant’s essay, work experience, performance on standardized exams (such as the GRE or GMAT), and any other evidence that the admissions committee believes to be relevant.

Applicants must submit the following for admission consideration:

1. Evidence of the conferral of a baccalaureate degree from a regionally accredited college or university. Transcripts from each institution attended must be submitted even if a degree was not conferred. Applicants are expected to have an overall undergraduate average of at least 3.0 (B) on a 4.0 scale.

- Two letters of recommendation from individuals who can comment on the applicant's academic abilities and potential to succeed in an academically rigorous graduate program. At least one of these letters must be from an instructor who has taught and evaluated the applicant in an academic setting.
- An essay of approximately 300 words describing the applicant's reason for pursuing graduate study and his or her leadership objectives.

The GRE or GMAT is not required to be considered for admission, but the admissions committee will consider scores on standardized exams if they are submitted with the application. The admissions committee may request to interview the applicant either in person or by telephone. The final approval of admission will rest with the graduate admissions committee of the Division of Sport Management.

Course Descriptions

SPG 301 Strategic Sport Management

Critical analysis of strategic management theory as it relates to sporting organizations. Key elements include the role of the general manager, strategy formation, environmental analysis, and strategic implementation within the sport setting. Case studies representing the globalization of the sport industry are examined. Cooperative analysis of managing sport activities in the EU and selected nations, e.g., Australia, Japan, China and Canada. The E-portfolio is introduced in this course. *Credit: 3 semester hours.*

SPG 302 Strategic Communication in Sport

This course focuses on the symbiotic relationship between sport media and the sport industry. Students will analyze and discuss key public relations concepts, strategies and best practices in the sport industry. *Credit: 3 semester hours.*

SPG 304 Philosophy, Principles, and Leadership in Sport

This course will examine the basic philosophy and principles of sport leadership in a variety of settings. Topics discussed include legal issues, functions of sport organizations, administrative duties, personal standards for administrators and coaches, public relations and safety procedures. Specific attention will be given to regulations and policies at each level of sport. *Credit: 3 semester hours.*

SPG 305 Ethical and Legal Aspects of Sport

Students will examine the legal and practical problems facing directors and industry executives in franchised, leagues, associations, and school-based programs. This course analyzes sport related tort law, criminal law, contract law, constitutional law, and labor law. Other topics include liability, methods

of limiting exposure, and risk management techniques. Moral and ethical development theories are also discussed along with models of ethical analysis and situational analysis. *Credit: 3 semester hours.*

SPG 306 Financial Perspectives in Sport

Financial management and budgetary components of the sport industry are analyzed. Students will explore strategies for successful international sport financial management. Topics include economic issues affecting sport and leisure, various revenue sources, income and expenditure factors, and the various types of budgets available to administrators. Specific applications to educational, professional, and commercial sport are presented. International perspectives will be discussed in each topic area along with case studies. *Credit: 3 semester hours.*

SPG 307 Social/Psychological Aspects of Sport

Students study the structure and function of sport, and the effects of psychosocial states on the participant. Topics include socio-cultural phenomena and their influences on sport. *Credit: 3 semester hours.*

SPG 308 Sport Science: Coaching for Optimal Performance

This course introduces selected principles of biology, anatomy, physiology, kinesiology, biomechanics, psychology, and sociology related to coaching effectiveness. Applications of these areas will be discussed as they relate to human growth and development, safety, first aid, care and prevention of injuries, training and conditioning of athletes. *Credit: 3 semester hours.*

SPG 309 Sport Science: Techniques and Analysis

This course studies the techniques, skills, and methods of coaching, officiating and participating in various sports. The course will study the growth and development of the athlete, anatomical and mechanical principles of sport, and the learning of specialized motor skills. *Credit: 3 semester hours.*

SPG 310 Event/Sport Venue Administration: International Perspectives

This course examines the management of sports facilities. Topics include financial management of sport facilities, scheduling events, event production, human resource management, and merchandising. A particular emphasis is on international event and facility management. Cooperative analysis of the administration of sport venues in the EU and selected nations such as Australia, Japan, China and Canada. *Credit: 3 semester hours.*

SPG 311 Sport Marketing: International Perspectives

The concepts and processes of successful international marketing of sport programs and events are discussed in this course. Special

emphasis is placed on the application of sport marketing principles to all levels of sport organizations. Cooperative analysis of sport marketing in the EU and selected nations, e.g., Australia, Japan, China and Canada. Students are required to complete an international sport marketing research project, and write an international sport marketing proposal. *Credit: 3 semester hours.*

SPG 312 Seminar in Sport Management

Prerequisite: Completion of all core courses. Usually taken in the last semester of study, the seminar is the capstone course in the graduate sport management program. The course integrates material from previous courses and requires each student to prepare a comprehensive analysis of a significant case, problem, or policy dilemma in sport management. *Credit: 3 semester hours.*

SPG 313 Power, Politics, and International Sport Governance

The theoretical framework of organizational governance is applied to analyze the power, political influence, and policy making processes of global sport governing bodies. *Credit: 3 semester hours.*

SPG 314 Sport Statistics and Analytics

This course examines the development, management, applications, and use of statistics and analytics in sports. Students will learn about how sport statistics and analytics are created, collected, organized, used, and applied both within sports, teams, and organizations, as well as outside sports by the media, agents, and the general public. *Credit: 3 semester hours.*

SPG 315 Creativity and Innovation in Sport

Creating new businesses, capturing new markets, enhancing organizational effectiveness occur through innovation and transforming process. New technologies, processes, competition and globalization compel sport organizations to distance themselves from the familiar and foster innovation and agility. This course examines the creative process, successful strategies, barriers and risks for introducing industry disrupting products and services. *Credit: 3 semester hours.*

SPG 401 Research Methods in Sport

This course will enable students to more fully understand specific research methods. Students critically examine published studies and learn to appreciate research as a professional tool for sport managers. Students will address a sport management problem using the Comparative Analysis Decision-Making Model (CADMM). *Credit: 3 semester hours.*

SPG 402 Special Topics in Sport

This course offers a concentrated focus on a selected topic in sport management. *Credit: 3 semester hours.*

SPG 500 Internship

Prerequisites: Completion of 18 credits and the permission of the Program Director. The internship provides students with in-depth experience in a sport management work setting. Management practices will be applied to enhance the students' network and job placement opportunities. A member of the faculty completes final agreements and arrangements. Credit: 3 semester hours.

SPG 502 Thesis I

Prerequisites: SPG 401 and permission of the Program Director. Supervised research leading to the preparation and completion of a master's thesis in partial fulfillment of the MPS in Sport Management degree requirements. Credit: 3 semester hours.

SPG 503 Thesis II

Prerequisites: SPG 502 and permission of the Program Director. Supervised research leading to the preparation and completion of a master's thesis in partial fulfillment of the MPS in Sport Management degree requirements. Credit: 3 semester hours.

SPG 510 Internship

Prerequisites: Completion of 18 credits and the permission of the Program Director. The internship provides students with in-depth experience in a sport management work setting. Management practices will be applied to enhance the students' network and job placement opportunities. A member of the faculty completes final agreements and arrangements. Credit: 6 semester hours.

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