General Education Electives:

Social Science (GSSC)

PLEASE NOTE: Elective options vary from semester to semester.

**GSSC 1026 – Psychology of Consumer Behaviour**
This course introduces students to the psychology of consumer behaviour. Through an investigation of perception, learning, memory, motivation, attitudes, and group influence, students learn how marketers attempt to influence a consumer's decision-making process. Students also learn how possessions influence the way they feel about themselves and others, and they gain an understanding of marketing strategy from the perspective of the marketer and the perspective of a discriminating consumer.

**GSSC 1027 – Personal Finance**
This is a practical and theoretical course in personal financial planning. Topics covered include personal income tax, wills, insurance, retirement, saving and investing, stocks and mutual funds, and home mortgages. Students also examine some of the broader socio-economic issues surrounding these topics.

**GSSC 1040 – Understanding Violence Against Women Partners: Social & Psychological Factors**
This course explores the social and political issues of violence against women who are in a partnered relationship. Students employ a gender-based analysis to examine theories of abuse, dynamics of abuse, and how abuse against women partners is used as a way of controlling women's behaviour. Students also examine how violence against women partners is negatively affected by other forms of oppression, such as heterosexism, classism, racism, and ableism. While this course concentrates on the topic of male violence against women, other contexts of violence, such as violence perpetrated by women against their women partners, is addressed.

**GSSC 1041 – No Escape: Understanding the Impact of Violent Environments on Children**
In this course students explore a variety of situations in which children are exposed to violence, ranging from their homes, to their schools, to popular culture and entertainment media, to life on the streets, in refugee camps and in war zones. They learn how children's cognitive and emotional development is affected by exposure to violence. Using a global children's rights framework, the course critically investigates a variety of approaches to mediating the effects that exposure to violence has on children. Some of the approaches to be considered include recent legislation to protect child witnesses to violence; arts and community-based prevention and support programs; and cooperative international initiatives.

**GSSC 1042 – Mythology, and Life As We Know It**
This course takes a multidisciplinary and thematic approach to examining the human need for myth. Students come to recognize the meaning and psychosocial significance of some of the symbols and archetypal images passed down to us from different cultural groups going back to the beginning of human history. Contemporary mythologies, witnessed in popular art forms and culture, and expressed in current socio-political ideologies, as well in scientific research that supports an alternative model of human evolution, are also reviewed.

**GSSC 1051 - Soap, Sex and Cigarettes: A Cultural History of Advertising in North America**
Much of what we share, what we know and even what we treasure is carried to us through multinational agencies or corporations for purposes of selling products. From the first ads promoting life in the "new world" to millions of websites and spam e-mail, advertising has had an integral role in both reflecting and shaping North American culture. Barely a space in our culture is free of commercial messages. Soap, Sex & Cigarettes, through an historical overview of advertising, examines the past, present and future influences of our consumer culture on subjects such as politics, war, sexuality, feminism, discrimination, innovation and technology.
GSSC 1052 – Visual Communications
Why do we remember some images and quickly forget others? How can we know if what we see in a visual representation is an accurate reflection of reality or one person’s filtered view? Visual literacy is becoming increasingly more important in our visually-intensive world. The most powerful, meaningful and culturally important messages are those that combine words and pictures. In this course students learn about light, the eye and the brain, theoretical approaches to visual perception, ethical issues related to persuasive images and procedures for analyzing visual images. Visual Communications explores how visual messages with text have the power to inform, educate, persuade and even mislead individuals.

GSSC 1054 - Forensic Psychology
The abundance of television police and legal dramas reflects and promotes an interest in forensic issues in Canada. This course is designed to help students understand the role of psychology – research and practice – in law-enforcement and legal settings. Theories, research findings, professional practices, and real-life cases will be discussed and analyzed throughout the course.

GSSC 1055 Fundamental Themes in Geography
This course introduces students to the major themes in physical and human geography. With a focus on Canada, it surveys and investigates the role of maps and location, urban, regional, physical, cultural and environmental geography topics. It provides a framework to explain and familiarize students with fundamental geographical themes and concepts.

GSSC 1058 - Introduction to Psychology
Through an examination of the major areas of psychology, this introduction gives a basic understanding of human behaviour and enables students to understand themselves and to deal more effectively with others. The topics include perception, sensation, learning, development, social interaction, abnormal behaviour, and altered states of consciousness.

GSSC 1066 – How the Weekend Was Won: Canadian Labour History
Do you know how Canadian workers talked their bosses into giving them the weekends off? Or when it became legal to join a union in Canada? What do unemployment insurance, health and safety laws and maternity leave all have in common? This course answers these, and many other, questions about the history of working people in Canada in the past 150 years. Through readings, films, online activities and discussions, students look at how unions have helped win rights, benefits and social programs (like public health care) for today’s workers. The course examines how unions are formed, how they have evolved and changed with the Canadian and global economies, and what relevance they have for young working people today.

GSSC 1071 – Understanding Intercultural Communications
The goals of this course are to increase students’ understanding of culture as a framework through which communication is created and interpreted and to develop students’ knowledge and skills in intercultural communication. Intercultural communication theories and their supporting research are used to examine the challenges of intercultural communication and to provide specific examples of and suggestions for effective intercultural communication and culturally appropriate behaviour. Activities are designed to help the student think critically about intercultural communication issues and actively involve the student in the practical application of intercultural communication principles.

GSSC 1072 – Aboriginal Education: Insights and Perspectives
Aboriginal Education: Insights and Perspectives aims to provide a critical understanding of the experiences of Aboriginal people in the education system in Canada. The course examines the methods and highly developed systems of teaching and learning used by Indigenous peoples in Canada prior to European contact. The focus is on the historical and present day experiences of Indigenous peoples under the broader theme of colonialism and colonial education. Students are required to critically reflect on the history and impact of Canadian education policies in the lives of Aboriginal peoples. The course also provides examples of the ways in which Indigenous peoples have reclaimed education from their own perspectives making it meaningful and relevant to them.

GSSC 1077 – Music Psychology and Appreciation
This course is about human beings’ unique capacity to create and appreciate music of all kinds. Students learn about various aspects of music psychology, and the brain’s capacity to perceive, process, and interpret “meaning” from music. Topics include auditory perception, short and long-term music memory, emotions and cognition, music intelligence, the psychology of anticipation and aping, music therapy, and self-help techniques. Students have the opportunity to reflect upon their reactions to music in order to enhance their listening abilities, and to broaden their appreciation for music and its profound psychological effects.
GSSC 1080: An Introduction to Deafblindness and Its Impact
Helen Keller, whose story was portrayed in “The Miracle Worker”, was an individual who was deaf and blind. Though this disability is considered unique, many do not realize there are thousands of individuals who are living with deafblindness today. As a society, we have become more aware of people with disabilities in our communities and the rights of individuals living with disabilities, but deafblindness remains relatively unknown to many, including professionals working in such areas as healthcare, education, social work, personal support and government services. This course will serve as an introduction to deafblindness and the variety of ways it can affect an individual. Students will develop an awareness of, insight into and familiarity with the characteristics and applied terminology of deafblindness through the use of interactive and thought provoking materials.

GSSC 1083 – Understanding Globalization
Globalization is a term that is frequently used in the mass media and political discourse in general, yet people are rarely told what globalization actually means. Globalization is a multi-faceted process that affects economic, political, social, technological, legal, artistic, and spiritual trends. This course explores the global nature of contemporary society, its impact on Canada, and the way it fosters social and political change. The course is interdisciplinary in nature, combining perspectives from sociology, anthropology, political science, economics, and philosophy to explore the meanings of globalization and its central processes and institutional structures. It pays particular attention to the relationship between globalization, inequality and poverty; the notion of cultural diversity in a globalizing world; and issues such as gender, ethnicity, the environment, social justice, and human rights. Further issues explored include the decline of the nation-state, the rise of global corporate power, terrorism and war, and the power of new technologies to re-shape political and legal relationships.

GSSC 1084 – Psychology of Human Relations
Employers are depending more and more on tests that measure a job candidate’s emotional intelligence rather than just looking at qualifications on a resume. In this course, students learn to maximize their human relations potential to get a jump to the front of the line through experiential exercises, discussions, lectures, and active participation. Topics covered include personality theories, emotional intelligence, leadership styles, motivation, defensiveness and conflict resolution.

GSSC 1085 – Digital Citizenship
Social media permeates our culture: Facebook, Twitter, YouTube, and a plethora of other platforms increasingly define our daily habits of communication and production. In this online course, we explore aspects of social media as they affect us personally and professionally. With a particular focus on conscientious digital citizenship, the course materials and activities provide an immersive social networking experience: students use and critically examine social media as sources of information and community, actively participate in generation of lawful content, and concurrently analyze the effects on themselves and their co-participants. Note: Required weekly activities include readings, engagement in social media, online class discussions, and group work. A proctored mid-term test must be completed at the Test Center on campus.

GSSC 1100 – Small Business Plan and Operation
This course involves a study of the process of planning and operating a business in the changing Canadian business climate. The emphasis is on understanding what it takes to manage a business. Topics include the nature of Canadian business, current trends in business, types of business ownership, legal and ethical issues, finance and accounting principles and practices, and the nature of entrepreneurship. The course examines closely the principles of successful management of business. While all types of businesses are covered, special attention is focused on small businesses.

GSSC 1112 – Deviance and Society
Youth gangs, violent crime, sex work, mental illness, domestic abuse, commercial crime, media news reports, and Canada’s correctional system: these are some of the topics we explore in order to better understand deviance, social control, and our society from a sociological perspective. We examine how deviance is “socially constructed”; informal and formal means of social control; the role of the media in fabricating deviance and legitimizing social control; and various social issues related to deviance and social control.

GSSC 1159 – The Strange World of the Familiar: Sociological Inquiry
This course introduces students to the language and practice of sociological inquiry, and uses it to understand and challenge our everyday experience of the world and ordinary views of society. By investigating topics such as everyday life rituals, the socialization process, social inequality, media, religion and the rise of post-modern society, sociological inquiry explores the strange nature of the familiar world we live in.
GSSC 1178 – Never Done: Women’s Work Around the World
Have women achieved all the workplace goals that they need to? Are women gaining or losing in the quest for equality? How does the position of Canadian women in the workforce compare to that of women internationally? What strategies and tools do young women need to take into the workplace?

Never Done examines women’s paid and unpaid work in Canada and internationally. Students have an opportunity to explore issues that affect women’s working lives -- inequality of pay, the “double day” (combining work inside and outside the home), discrimination and other barriers to women’s full participation in the workforce. Students also evaluate worldwide strategies to improve women’s status in the workforce.