

April 2014

Baruch College

Chancellor's University Report – Part A: Academic Matters

The following recommendations of the Committee on Graduate Curriculum were approved at the Zicklin School of Business Faculty Meeting on February 13, 2014, effective the Spring 2015 semester pending approval of the Board of Trustees. Note: Changes to the MS in Finance are effective as of Fall 2014.

PART A: ACADEMIC MATTERS

Section AllI: Changes in Degree Programs

AllI:10.1b. The following revisions are proposed for the MBA in International Business in the Zicklin School of Business

Program: MBA in International Business

HEGIS Code: 0513.00

Program Code: 01929

Effective: Spring 2015

From: MBA in International Business			To: MBA in International Business		
Course	Description	Crs	Course	Description	Crs
Courses in major (12 credits)			Courses in major (12 credits)		
Required*			Required*		
Choose two of the following five courses:			Choose two of the following five courses:		
IBS 9760	International Business Analysis		ECO 9741	International Economics I	3
or			FIN 9788	International Corporate Finance	3
ECO 9741	International Economics I	3	IBS 9761	Emerging Markets and the International Business Environment	3
FIN 9788	International Corporate Finance	3	IBS 9769 (MGT 9880)	International Business Strategy	3
IBS 9769 (MGT 9880)	International Business Strategy	3	MKT 9766	International Marketing Management	3

MKT 9766	International Marketing Management	3			
*Required courses completed at the undergraduate or graduate level with grades of B or better can be replaced by international courses from the list below.			*Required courses completed at the undergraduate or graduate level with grades of B or better can be replaced by international courses from the list below.		
Choose two courses from:			Choose two courses from:		
CIS 9230	Globalization and Technology	3	CIS 9230	Globalization and Technology	3
FIN 9786	International Financial Markets	3	FIN 9786	International Financial Markets	3
FIN 9788	International Corporate Finance		FIN 9788	International Corporate Finance	3
IBS 9756 (COM 9656)	International Business Communication	3	IBS 9756 (COM 9656)	International Business Communication	3
IBS 9761	Emerging Markets and the International Business Environment	3	IBS 9761	Emerging Markets and the International Business Environment	3
IBS 9762	The Global Competitiveness of the U.S. Economy	3	IBS 9762	The Global Competitiveness of the U.S. Economy	3
IBS 9767	Foreign Markets, Cultures and Regimes	3	IBS 9767	Foreign Markets, Cultures and Regimes	3
IBS 9768	Advanced Topics in International Business	3	IBS 9768	Advanced Topics in International Business	3
IBS 9769 (MGT 9880)	International Business Strategy	3	IBS 9769 (MGT 9880)	International Business Strategy	3
IBS 9790	Special Topics in International Business	1	IBS 9790	Special Topics in International Business	1
IBS 9791	Special Topics in International Business	1.5	IBS 9791	Special Topics in International Business	1.5
IBS 9793	Special Topics in International Business	3	IBS 9793	Special Topics in International Business	3
LAW 9740	International Trade and Investment Law	3	LAW 9740	International Trade and Investment Law	3
MGT 9490	International Human Resource Management	3	MGT 9490	International Human Resource Management	3
MGT 9870	International Comparative Management	3	MGT 9870	International Comparative Management	3
MKT 9737	Global Advertising and Marketing	3	MKT 9739	Global Advertising and Marketing	3

	Communications			Communications	
MKT 9761	International Commodity Trading	3	MKT 9761	International Commodity Trading	3
MKT 9763	International Trade Operations	3	MKT 9763	International Trade Operations	3
MKT 9764	Internet Marketing and Global Business	3	MKT 9764	Internet Marketing and Global Business	3
MKT 9765	Comparative Marketing Systems	3	MKT 9765	Comparative Marketing Systems	3
MKT 9766	International Marketing Management	3	MKT 9766	International Marketing Management	3
MKT 9774	International Logistics	3	MKT 9774	International Logistics	3

Note: Students are not limited to taking only four courses in their major and may take two additional international courses (a total of 18 credits) if they wish.

Rationale: The Allen G. Aaronson Department of Marketing and International Business is no longer offering IBS 9760. This proposal replaces IBS 9760 with IBS 9761, a highly relevant course given the growing importance of emerging markets in today’s global economy. The change in course number from MKT 9737 to MKT 9739 for “Global Advertising and Marketing Communications” was necessary because MKT 9737 was assigned to another course (see Errata below).

All:10.2b. The following revisions are proposed for the MS in Finance in the Zicklin School of Business

Program: MS in Finance

HEGIS Code: 0504.00

Program Code: 20786

Effective: Fall 2014

From: MS in Finance			To: MS in Finance		
Course	Description	Crs	Course	Description	Crs
			Preliminary Courses Subject to Waiver (0 – 9 Credits)		
			ECO 9705	Managerial Economics	3
			FIN 9770	Financial Decision Making	3
			FIN 9762	Introduction to Quantitative Tools for Finance	3

Core Courses (Required) (12 credits)			Required Courses (9 credits)		
FIN 9771	Corporate Financial Theory and Applications	3	FIN 9771	Corporate Financial Theory and Applications	3
FIN 9772	Quantitative Tools for Finance	3	or		
FIN 9773	Investment Theory and Applications	3	FIN 9781*	Managerial Finance	<u>3</u>
FIN 9798	Analysis of Industrial Securities		FIN 9772	Quantitative Tools for Finance	3
or			or		
ECO 9705	Managerial Economics	3	ECO 9723*	Econometrics: Theory and Applications I	<u>3</u>
			FIN 9773	Investment Theory and Applications	3
			or		
			FIN 9783*	Investment Analysis	<u>3</u>
			*Not open to students in the cohort format.		
Elective Courses (48 credits)			Elective Courses (21 credits)*		
Six advanced courses will be selected by the Department of Economics and Finance from the following list:					
FIN 9759	Mergers and Acquisitions	3	FIN 9740	Technical Analysis	<u>3</u>
FIN 9782	Futures and Forward Markets	3	FIN 9759	Mergers and Acquisitions	3
FIN 9786	International Financial Markets	3	FIN 9774	Entrepreneurial Finance	<u>3</u>
FIN 9788	International Corporate Finance	3	FIN 9776	Real Estate Finance	<u>3</u>
FIN 9790	Seminar in Finance	3	FIN 9782	Futures and Forward Markets	3
FIN 9792	Advanced Managerial Finance	3	FIN 9784	Management of Financial Institutions	<u>3</u>
FIN 9793	Advanced Investment Analysis	3	FIN 9785	Financial Markets and Intermediaries	<u>3</u>
			FIN 9786	International Financial Markets	3
FIN 9797	Options Markets	3	FIN 9788	International Corporate Finance	3
FIN 9799	Analysis of Municipal and State Securities	3	FIN 9789	Equity Markets: Trading and Structure	<u>3</u>
FIN 9983	Selected Topics in	3	FIN 9790	Seminar in Finance	3

	Investments				
GIS-9555	Information Technology in Financial Markets	3	FIN 9792	Advanced Managerial Finance	3
ECO-9714	Public Finance I	3	FIN 9793	Advanced Investment Analysis	3
ECO-9715	Public Finance II	3	FIN 9795	Debt Instruments and Markets	3
INS-9720	Risk Management and Control	3	FIN 9797	Options Markets	3
			FIN 9851	Classical Foundations of Financial Risk Management	1.5
			FIN 9852	Measurement and Management of Market Risk I	1.5
			FIN 9853	Measurement and Management of Market Risk II	1.5
			FIN 9854	Measurement and Management of Credit Risk I	1.5
			FIN 9855	Measurement and Management of Credit Risk II	1.5
			FIN 9856	Measurement and Management of Risks in Operations and Information Technology	1.5
			FIN 9857	Measurement and Management of Risks in Investments	1.5
			FIN 9858	Implications of Corporate Governance, Regulation, and Ethics for Risk Management	1.5
			FIN 9880	International Financial Markets	1.5
			FIN 9881	Debt Securities	1.5
			FIN 9882	Futures and Forwards	1.5
			FIN 9883	Options	1.5
			FIN 9884	Venture Capital	1.5
			FIN 9890	Special Topics in Investments	1.0

FIN 9891	Special Topics in Investments	1.5
FIN 9892	Special Topics in Investments	2
FIN 9893	Special Topics in Investments	3
FIN 9894	Special Topics in Corporate Finance	1
FIN 9895	Special Topics in Corporate Finance	1.5
FIN 9896	Special Topics in Corporate Finance	2
FIN 9897	Special Topics in Corporate Finance	3
FIN 9985	Risk Management in Financial Institutions	3
*Elective courses to be selected by the Department of Economics and Finance from the above list for students in the cohort format.		

Rationale: The proposed changes would update the curriculum to reflect new courses developed at the Zicklin School of Business in recent years and would give the School the flexibility to offer the 30-credit program leading to a degree of Master of Science in Finance in cohort-based executive as well as flex-time formats. The flex-time format would allow students to access a full range of electives, which is logistically not feasible with a cohort program. This proposal will lead to further alignment of programs offered by Bert W. Wasserman Department of Economics and Finance with MS programs offered by other departments in the school.

All:10.3b. The following revisions are proposed for the MS in Quantitative Methods and Modeling in the Zicklin School of Business

Program: MS in Quantitative Methods and Modeling

HEGIS Code: 0507.00

Program Code: 79230

Effective: Spring 2015

From: MS in Quantitative Methods and Modeling			To: MS in Quantitative Methods and Modeling		
Course	Description	Crs	Course	Description	Crs
Preliminary Courses (7.5 - 9 credits)			Preliminary Courses (8.5 – 10 credits)		
Students with appropriate background will be able to reduce the number of credits in			Students with appropriate background will be able to reduce the number of credits in		

<p>preliminary requirements. Grades in 8000-level courses are not calculated in the grade point average.</p> <p>English language modules offered by the Division of Continuing and Professional Studies are required for non-native English speakers, and may be waived based on a waiver exam.</p>			<p>preliminary requirements.</p> <p>English language modules offered by the Division of Continuing and Professional Studies are required for non-native English speakers, and may be waived based on a waiver exam.</p>		
MTH 8001	Calculus for Application I	3	MTH 2610*	Calculus I	4
ACC 9110	Financial Accounting	3	ACC 9110	Financial Accounting	3
or			or		
ECO 9730	Fundamentals of Microeconomics	1.5	ECO 9730	Fundamentals of Microeconomics	1.5
STA 9708	Applied Statistical Analysis for Business Decisions	3	STA 9708	Applied Statistical Analysis for Business Decisions	3
			<p>*MTH 2610 is an undergraduate course. <u>Entering students are strongly encouraged to complete a minimum of three credits of calculus before starting the MS program in order to waive this math requirement.</u></p>		
Courses in Specialization (30 credits)			Courses in Specialization (30 credits)		
Required (16.5 credits)			Required (16.5 credits)		
CIS 9001	Information Systems for Managers	1.5	CIS 9001	Information Systems for Managers	1.5
CIS 9340	Principles of Database Management Systems	3	CIS 9340	Principles of Database Management Systems	3
OPR 9721	Introduction to Quantitative Modeling	3	OPR 9721	Introduction to Quantitative Modeling	3
OPR 9730	Simulation Modeling and Analysis	3	OPR 9730	Simulation Modeling and Analysis	3
STA 9750 (OPR 9750)	Basic Software Tools for Data Analysis	3	STA 9750 (OPR 9750)	Basic Software Tools for Data Analysis	3
STA 9000	Regression and Forecasting Models for Business Applications	3	STA 9700	Applied Regression Analysis	3
Electives (minimum 13.5 credits)			Electives (minimum 13.5 credits)		
<p>Five courses to be selected with approval of the department advisor. It is recommended that the student select at least one course in each of the three areas: OPR, STA, and CIS. A maximum of three courses may be selected from any one area. Students may select BUS 9801- BUS 9803 Graduate Internship or an</p>			<p><u>It is recommended that the student select at least three credits in each of the three areas: OPR, STA, and CIS. A maximum of 9 credits may be selected from any one area.</u></p> <p><u>With approval of the department advisor students may select BUS 9801 – 9803</u></p>		

~~approved quantitatively-oriented course offered outside the department~~

Graduate Internship or an approved quantitatively-oriented course offered outside the department.

Rationale: MTH 8001 and STA 9000 are no longer offered for our students. STA 9700 is the current substitute for STA 9000.

Section AIV: New Courses

AIV:10.1b. Bert W. Wasserman Department of Economics and Finance

Course Number: FIN 9762

Title: Introduction to Quantitative Tools for Finance

Hours: 3

Credits: 3

Prerequisites: Departmental permission required.

Course Description: This course introduces quantitative tools used extensively in finance. Topics covered include random variables, probability concepts, probability distributions typical for financial data, expected value, variance, standard deviation, skewness, kurtosis and quantiles of a distribution, covariance and correlation, hypothesis testing, and basic regression analysis, with an emphasis on applications in investment analysis and portfolio and risk management. The course is delivered with a mixture of lectures, case discussions, and empirical exercises in which students apply the concepts discussed in class to real world financial problems.

Rationale: This course will primarily be a preliminary course in the MS in Finance curriculum to provide students with the necessary background for subsequent finance courses. Finance relies heavily on the tools covered in FIN 9762; bundling them in a single course supports more efficient and effective use of materials in subsequent courses. The course will be offered at least once a year.

AIV:10.2b. Allen G. Aaronson Department of Marketing and International Business

Course Number: MKT 9718

Title: Communicating with Consumers

Hours: 1.5

Credits: 1.5

Prerequisites: None

Course Description: The need for brands to engage meaningfully with consumers has never

been more urgent. How do managers get through to their audiences effectively and efficiently, moving them from awareness to purchase and, eventually, loyalty? This course aims to help students answer this question. Students will learn about frameworks that help them communicate effectively with their customers and build their brand in a dynamic environment. Throughout, the course will stress the importance of customer insight as a basis for creating and executing effective communication strategies. The specific objectives of this course are for students to: (1) understand consumers and their interactions with the marketing environment, (2) learn about the practices, tools and steps pertaining to marketing communications, (3) be able to apply their understanding of consumers and the marketing communications process in the planning, development, and evaluation of marketing communication strategies (i.e., make better communications decisions), and (4) develop a set of abilities important to successful performance in managerial positions. These include taking an analytical approach to marketing problems, making decisions that are ethical and socially responsible, working successfully in a team, and communicating effectively.

Rationale: This course will be offered annually as a required course to each EMBA cohort. The course will provide students with the requisite skills and tools for communicating effectively with their company/brand's consumers, while simultaneously refining their skills in persuasive communication and teamwork. These goals are congruent with the educational objectives of the EMBA program.

AIV:10.3b. Allen G. Aaronson Department of Marketing and International Business

Course Number: MKT 9782

Title: Search Engine Marketing

Hours: 1.5

Credits: 1.5

Pre- or Corequisite: MKT 9703

Course Description: This course will address the specific strategies and tactics to execute Search Engine Optimization (SEO) and Search Engine Marketing (SEM) programs. By the end of this class, students will have learned the basic tags for organic search optimization and how to update web page content to maximize visibility on Google, Bing & Yahoo. Students will also learn how to develop keyword lists, ad copy, etc. and in turn optimize for performance in paid search programs like Google's AdWords and Bing/Yahoo's AdCenter platforms.

FIN 9771 and FIN 9773, or equivalent.

Rationale: Digital communications channels have become an integral part of the marketing mix. This course will specifically address the use of search engine marketing as a tool for brands to communicate and drive customers to their websites. This knowledge is of utmost importance for anyone interested in a career in digital marketing, advertising, or brand management. This course aims to teach students about search engine marketing at a planning and strategy level, rather than focusing on specific programming techniques. The course is an elective choice in the MBA major in marketing and in the MS in Marketing program. It is a general elective for students in other MBA majors. The course has been successfully offered

as a special topics course several times. The course will be offered once or twice a year and is expected to enroll approximately 35 students each time it is offered.

AIV:10.4b. Allen G. Aaronson Department of Marketing and International Business

Course Number: MKT 9783

Title: Social Media Marketing

Hours: 1.5

Credits: 1.5

Pre- or Corequisite: MKT 9703

Course Description: This course will study in detail the specific strategies and tactics necessary to execute Marketing and Advertising programs that leverage Social Media platforms. By the end of this class, students will have learned how to develop a Social Media presence for both themselves as individuals and for corporate entities or small businesses alike. In this course, we will discuss best practices in Social Media and work on websites that include Facebook, LinkedIn, Google+, Twitter, etc., as well as blogs, feedback mechanics, and more.

Rationale: Digital communications channels have become an integral part of the marketing mix. This course will specifically address the use of social media marketing as a tool for brands to communicate and engage with customers. The knowledge is of utmost importance for anyone interested in a career in digital marketing, advertising, or brand management. This course aims to teach students about social media marketing at a planning and strategy level, rather than focusing on specific programming techniques. The course is an elective choice in the MBA major in marketing and in the MS in Marketing program. It is a general elective for students in other MBA majors. The course has been successfully offered as a special topics course several times. The course will be offered once or twice a year and is expected to enroll approximately 35 students each time it is offered.

Section AV: Change of Course Number, Title, Description, Credits, Hours, Pre- or Corequisites

AV.10.1b. Change in Course Title and Description

From: MKT 9728		To: MKT 9728	
Title	Media Planning and Analysis	Title	Media Planning <u>in the Digital Age</u>
Description	Advanced managerial and analytical treatment of the media planning and decision process. The course includes the role of media considerations in advertising, marketing, and business planning; media strategy	Description	The course covers <u>advanced managerial and analytical treatment of the media planning and decision process, including an introduction to the use of digital marketing communications channels.</u> The course includes the role of media considerations

	(planning, buying, and research); and media effectiveness evaluation, information systems, computer models, and control systems. Recent developments and problems in media research are given special attention.		in advertising, marketing, and business planning; media strategy (planning, buying, and research); and media effectiveness evaluation, information systems, computer models, and control systems. Recent developments and problems in digital media research are given special attention.
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Rationale: A change in the course title and description is proposed to better reflect the content of the course. Marketers have come to use digital communications channels heavily as part of their communications mix. It is therefore imperative that our students know how to integrate those channels into their media plans. Consequently, the content of the course has been shifting over time to reflect this new reality. The proposed changes make it clear to students how the course integrates digital content.

AV.10. 2b. Change in Pre- or Corequisite

From: MKT 9766		To: MKT 9766	
Title	International Marketing Management	Title	International Marketing Management
Pre- or Corequisite	IBS 9600	Pre- or Corequisite	.None

Rationale: International Marketing is often taught as a stand-alone class rather than requiring a pre-requisite international business course (as has been the case in Zicklin to date). Textbooks are designed so that roughly the first half of the course focuses on basic international business concepts and their relevance to international marketing (see attached syllabus). Given this course structure, it no longer seems necessary to require IBS 9600 as a pre-requisite for MKT 9766. This will permit MS in Marketing students to take MKT 9766 and is especially important for Executive MS in Marketing students (Taipei and Singapore), who cannot take IBS 9600.

CHANCELLOR’S UNIVERSITY REPORT ERRATA APRIL 2014

PART A: ACADEMIC MATTERS

BARUCH COLLEGE

February 2013 SECTION AIV.10
 Chancellor’s Item AIV:10.4b. Allen G. Aaronson Department of Marketing and
 University International Business: The course number MKT 9737 assigned to “Global
 Report Advertising and Marketing Communications” was used for another course.
 The correct number is MKT 9739.