

**February 2011**

**Baruch College**

**Chancellor’s University Report – Part A: Academic Matters**

**PART A: ACADEMIC MATTERS**

The following recommendations of the Committee on Graduate Curriculum were approved at the Zicklin School of Business Faculty Meetings on November 11, 2010 and December 16, 2010. These changes are effective as of spring 2012, pending approval of the Board of Trustees.

**All:10.1b. The following revision is proposed for the MBA in Management (concentration in Operations Management) in the Zicklin School of Business**

**Program:** MBA in Management

**HEGIS Code:** 0506.00

**Program Code:** 01922

**Effective:** Spring 2012

<b>FROM: MBA in Management (Concentration in Operations Management)</b>			<b>TO: MBA in Management (Concentration in Operations Management)</b>		
<b>Course Description Crs</b>			<b>Course Description Crs</b>		
<b>Courses in Concentration (12 credits)</b>			<b>Courses in Concentration (12 credits)</b>		
<b>Required:</b>			<b>Required:</b>		
MGT 9500	Management Science	3	MGT 9500	Management Science	3
MGT 9710	Quantitative Analysis for Service Management	3	MGT 9710	Quantitative Analysis for Service Management	3
MGT 9720	Service Management Strategies	3	MGT 9720	Service Management Strategies	3
<b>Choose one course from:</b>			<b>Choose one course from:</b>		
MGT 9560	Management Information Systems	3	MGT 9560	Management Information Systems	3
MGT 9730	Project Management: Strategic Design and Implementation	3	MGT 9730	Project Management: Strategic Design and Implementation	3
			MGT 9740	Sustainability in Supply Chains and Operations	3

Rationale: MGT 9740 Sustainability in Supply Chains and Operations is being introduced as a general elective in the Zicklin School of Business MBA program as well as an elective course toward the degree requirements for the MBA in Management (concentration in Operations Management). This course will provide an opportunity for Operation Management students who want training in sustainability without an entire concentration in Sustainable Business.

**All:10.2b. The following revisions are proposed for the MBA in Management (concentration in Sustainable Business) in the Zicklin School of Business**

**Program:** MBA in Management

**HEGIS Code:** 0506.00

**Program Code:** 01922

**Effective:** Spring 2012

<b>FROM: MBA in Management (Concentration in Sustainable Business)</b>			<b>TO: MBA in Management (Concentration in Sustainable Business)</b>		
<b>Course Description Crs</b>			<b>Course Description Crs</b>		
<b>Courses in Concentration (12 credits)</b>			<b>Courses in Concentration (12 credits)</b>		
<b>Required:</b>			<b>Required:</b>		
BUS 9700	Sustainable Business: Perspectives, Theories and Practices	3	BUS 9700	Sustainable Business: Perspectives, Theories and Practices	3
<b>Choose two courses from:</b>			<b>Choose two courses from:</b>		
MGT 9620	Globalization and the Multinational Corporation	3	MGT 9620	Globalization and the Multinational Corporation	3
MGT 9870	International Comparative Management	3	MGT 9870	International Comparative Management	3
MGT 9969	Social Entrepreneurship: Concepts and Cases	3	MGT 9740	Sustainability in Supply Chains and Operations	3
MGT 9970	Entrepreneurship and Community Development	3	MGT 9970	Entrepreneurship and Community Development	3
LAW 9120	Sustainability: Law and Policy	3	MGT 9969	Social Entrepreneurship: Concepts and Cases	3
<b>Choose one course from:</b>			<b>Choose one course from:</b>		
COM 9625	Corporate Culture and Sustainability	3	MGT 9970	Entrepreneurship and Community Development	3
LAW 9120	Sustainability: Law and Policy	4	LAW 9120	Sustainability: Law and Policy	3
MGT 9400	Human Resources Management	3	<b>Choose one course from:</b>		
MGT 9620	Globalization and the Multinational Corporation	3			

MGT 9870	International Comparative Management	3	COM 9625	Corporate Culture and Sustainability	3
MGT 9960 (formerly MGT 9860)	Entrepreneurial Strategy and Cases	3	LAW 9120	Sustainability: Law and Policy	4
MGT 9961 (formerly MGT 9862)	Analysis of Entrepreneurial Experiences	3	MGT 9400	Human Resources Management	3
MGT 9962 (formerly MGT 9867)	Managing the Family Business	3	MGT 9620	Globalization and the Multinational Corporation	3
MGT 9963 (formerly MGT 9865)	Researching and Developing Entrepreneurial Ventures	3	MGT 9870	International Comparative Management	3
MGT 9969	Social Entrepreneurship: Concepts and Cases	3	MGT 9960 (formerly MGT 9860)	Entrepreneurial Strategy and Cases	3
MGT 9970	Entrepreneurship and Community Development	3	MGT 9961 (formerly MGT 9862)	Analysis of Entrepreneurial Experiences	3
MGT 9979	Seminar in Entrepreneurship: Principles of a Sustainable Business	3	MGT 9962 (formerly MGT 9867)	Managing the Family Business	3
MKT 9716	Consumer Behavior	3	MGT 9963 (formerly MGT 9865)	Researching and Developing Entrepreneurial Ventures	3
MKT 9752	Sustainable Marketing	3	MGT 9969	Social Entrepreneurship: Concepts and Cases	3
PAF 9141	Community Development: History, Present, and Future	3	MGT 9970	Entrepreneurship and Community Development	3
PAF 9143	"Greening" and Growing Cities: Sustainability and Public Policy Options	3	MGT 9979	Seminar in Entrepreneurship: Principles of a Sustainable Business	3
PAF 9150	Introduction to the Nonprofit Sector	3	MKT 9716	Consumer Behavior	3
PAF 9151	The Administration of Not-for-Profit and Voluntary Organizations	3	MKT 9752	Sustainable Marketing	3

PAF 9141	Community Development: History, Present, and Future	3
PAF 9143	"Greening" and Growing Cities: Sustainability and Public Policy Options	3
PAF 9150	Introduction to the Nonprofit Sector	3
PAF 9151	The Administration of Not-for-Profit and Voluntary Organizations	3

Rationale: MGT 9740 Sustainability in Supply Chains and Operations is being introduced as a general elective in the Zicklin School of Business MBA program as well as an elective course toward the degree requirements for the new MBA in Management (concentration in Sustainable Business). The course will add an important dimension to the new concentration in Sustainable Business, adding sustainability in operations to the list of electives from which students must choose two courses.

#### **Section AIV: New Courses**

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

**Course Number:** ECO 9711

**Title:** Environmental Economics and Sustainable Development

**Hours:** 3.0

**Credits:** 3.0

**Prerequisites:** ECO 9708, ECO 9709

Course Description: This course is structured to provide the student with a broad appreciation of the economic constraints and opportunities of environmentally sustainable development, ecological preservation, and the formulation of attendant economic policies by the federal and local governments. In addition, the course will examine the role of regulation of the private, financial, utility, and housing sectors in obtaining a stable environment. This course will view corporate and private financial operations and regulation through the lens of their consequences for environmentally sustainable development. Students will be expected to discuss the nature of evolving environmental economics and ecological regulation. This course will be geared to students with an adequate background in economics and an appreciation of the natural sciences, and is designed to further their skills and knowledge in integrating environmental economics into their portfolio of analytical and communication skills.

Rationale: This new course was developed in response to the expressed enthusiasm of our graduate students for a more rigorous "intermediate" course dealing with the emerging field of Sustainable Ecology and Environmental Economics. An undergraduate version of the course,

ECO 3130, is a "principles" or introductory approach to the subject that has met with great enthusiasm. The new graduate course will benefit from the experience we have garnered both in developing the course with the Baruch natural sciences faculty and in teaching it to undergraduate juniors and seniors.

The course is expected to be offered once per year and perhaps more often should the demand be sufficient. It is expected to enroll approximately 30 students. This course will be a general elective choice for eligible MBA students at this time.

#### **AIV:10.2b. Department of Management**

**Course Number:** MGT 9740

**Title:** Sustainability in Supply Chains and Operations

**Hours:** 3.0

**Credits:** 3.0

**Prerequisite:** MGT 9700 (or the 1.5 credit core course being developed to replace MGT 9700)

Course Description: The purpose of this course is to provide an understanding of environmental and social sustainability issues in managing global and domestic supply chains. It will introduce the students—through a series of case studies, projects, and guest lectures from industry leaders—to the most important concepts of sustainability within the end-to-end supply chain. Students will investigate building an operations strategy for sustainability, the economic value of sustainable operations, sustainable product design/packaging/manufacturing, managing a sustainable supply chain, social responsibility in the supply chain, building a “green” information technologies infrastructure to support operations, green logistics and reverse logistics, and modern standards for measuring and certifying sustainable operations.

Rationale: In the last decade there has been an explosion of corporate and government interest in sustainable supply chains for reasons including strategic, economic, social, and environmental. We are sensing this interest among MBA students too. Thus this course is being introduced as a general elective to the Zicklin MBA program as well an elective course toward the degree requirements for the MBA in Management concentrations in Sustainable Business and Operations Management. First, the course will add an important dimension to the new concentration in Sustainable Business, adding sustainability in operations to the list of electives from which majors must choose two courses. Second, it will provide an opportunity for students who want training in sustainability without an entire Sustainable Business concentration to pursue the concentration in Operations Management. We believe that both concentrations require exposure to the basics of sustainability in operations. Because the course will be listed as an elective (i.e., in the "choose among the following" section) for each concentration, we anticipate self-selection, that is, a group with overlapping interests in sustainability from an operations perspective. MGT 9740 is expected to be offered every other semester, and have an estimated enrollment of 25 students.

#### **AIV:10.3b. Department of Real Estate**

**Course Number:** RES 9000

**Title:** Real Estate Principles for Managers

**Hours:** 1.5

**Credits:** 1.5

**Pre- or corequisite:** FIN 9770

Course description: This course provides students with a fundamental understanding of how to make decisions regarding the space from which a firm operates. The intended audience is students that plan to become managers of non-real estate businesses. The focus is on helping students develop tools with which to make decisions regarding the space from which they will operate their business. The key topics we will cover include mortgages, leases, locational choice, refinancing, property disposition, and real estate valuation.

Rationale: The Department of Real Estate does not currently offer any 1.5 credit classes. To accommodate the new core MBA curriculum, which consists of many more 1.5 credit courses, the department would like to offer students the opportunity to learn the principles of real estate in a 1.5 credit course. Every business, regardless of its size, needs space from which to operate. There are several important decisions to make regarding the space and every manager needs to be equipped with the tools to make these decisions. Corporate real estate makes up 30% of all firm capital of publicly listed companies in the United States. Without a basic understanding of the principles of the market for space, a manager will make decisions about real estate haphazardly and be unable to accurately value a firm's real estate assets. An elementary education in real estate will ensure that a manager makes optimal decisions regarding a large portion of her/his firm's capital and critical aspects of the firm's operations. Furthermore, understanding how to value real estate will enable managers to value all of a firm's assets, enabling a manager to make better decisions regarding mergers and acquisitions. The course will be offered once a year. It is expected to enroll approximately 40 students. This is a general elective choice for eligible MBA students.

### Section AV: Change in Title, Course Description, Prerequisites and Co- requisites

#### AV:10.1b. CIS 9467 Microcomputers: Contemporary and Emerging Applications

FROM: CIS 9467		TO: CIS 9467	
<b>Title</b>	<b>Microcomputers: Contemporary and Emerging Applications</b>	<b>Title</b>	<b>Business Modeling with Spreadsheets</b>
<b>Description</b>	<del>Designed to encourage an awareness of how microcomputers can be of service in enlightened and emerging ways and to enable graduate students to develop the capability of implementing state-of-the-art microcomputer solutions in their professional environments. Designed to encourage an awareness of</del>	<b>Description</b>	<u>This course is designed for students who want to learn how to construct and use powerful spreadsheets. Its main purpose is to develop advanced proficiency in spreadsheet modeling to support effective managerial decision-making. This course is mostly project-oriented with a dual focus on spreadsheet engineering and</u>

	<p><del>how microcomputers can be of service in enlightened and emerging ways and to enable graduate students to develop the capability of implementing state-of-the-art microcomputer solutions in their</del></p> <p><del>professional environments. This course gives students the background to contribute to re-engineering old processes and automating new ones with microcomputer-based solutions in such areas as business, the arts, government, health care, nonprofit organizations, and other contemporary situations. The course is mainly projects oriented and involves students in (1) microlab hands-on exercises with emerging applications, such as knowledge-based, or expert, systems and work-group decision support systems, (2) a team-developed microcomputer application project, (3) a presentation/discussion of a "technology update" topic, and (4) short exercises on hardware and software evaluation and selection, in addition to case discussions.</del></p>	<p><u>the quantitative modeling of classic financial and other business problems. The course will also cover the application of spreadsheets to fundamental quantitative tools such as forecasting, sensitivity analysis, and data analysis using pivot tables.</u></p>
<b>Prerequisite</b>	CIS 9000	CIS 9000; pre- or corequisite: <u>FIN 9770</u>

Rationale: When this course was first developed, it had sufficient coverage of spreadsheet modeling and implementation for that time, but that is no longer true. This name and description change will change the focus of this course to spreadsheet modeling and business applications. This change addresses the need for business students of all majors to have a more in-depth knowledge of spreadsheet modeling. We anticipate that this will be a popular elective course that will draw at least 25 students a semester. CIS 9467 has not been offered for several years, and it is unlikely that there will be many unresolved registrations because of the change in title.