

February 2013

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 November 29, 2012, effective the spring 2014 semester, pending approval of the Board of Trustees.

PART A: ACADEMIC MATTERS

Section AIV: New Courses

AIV:10.1b. Business (BUS) Interdisciplinary Course

Course Number: BUS 9555

Title: Managerial Communication

Hours: 1.5

Credits: 1.5

Prerequisite: None

Course Description: This course will train business leaders to both understand and skillfully apply effective communication in their respective spheres of influence. In doing so, it will attend to the broad possibilities and constraints that individuals and groups face within local, national, and globalizing business contexts. The class covers advanced, cutting-edge knowledge for translating complex material in oral and written communication, techniques to increase comfort, confidence, and persuasiveness across a variety of corporate settings, and best practices in leadership communication, group styles, and audience interaction. This course employs a problem-based focus, following a workshop/lab format with assignments that build upon one another for the application of theory and refinement of skills.

Rationale: This course is designed to ensure that Executive MBA students have the needed written and oral communication skills to be able to perform leadership roles within their organizations. It integrates material from the Business Communication courses that have been approved for the MBA program. This course will be offered annually within the EMBA program.

AIV:10.2b. Bert W. Wasserman Department of Economics and Finance

Course Number: FIN 9758

Title: Mergers

Hours: 1.5

Credits: 1.5

Prerequisite: FIN 9770

Course Description: The course focuses on analyzing and applying financial strategies aimed at creating corporate value through mergers, acquisitions and other restructuring activity. The course will help students learn how and why companies grow through mergers, provide an overview on the merger process and give students hands-on experience in analyzing the impact of mergers on corporate value.

Rationale: This course will be offered annually within the Executive MBA program. It is a 1.5 credit version of the course FIN 9759 Mergers and Acquisitions, designed to meet the needs of EMBA students.

BIV:10.3b. Department of Management

Course Number: MGT 9331

Title: Leadership Development

Hours: 1.5

Credits: 1.5

Prerequisite: MGT 9300

Course Description: This course focuses on leadership in work organizations by incorporating analytical concepts, self-assessment measures, and instructional cases. Students will have the opportunity to learn the analytical and behavioral requirements of effective leadership under varying organizational conditions. The process of leadership development receives particular emphasis.

Rationale: This course will be offered annually as a required course to each Executive MBA cohort. The course will allow students to engage in leadership self-assessment and develop persuasive communication skills as well as understand leadership conceptually, purposes congruent with the educational objectives of the EMBA program.

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

Course Number: MKT 9737

Title: Global Advertising and Marketing Communications

Hours: 3

Credits: 3

Pre- or corequisite: MKT 9703

Course Description: This course provides a framework for understanding how global

advertising and marketing communications (public relations, promotions, events, sponsorship, etc.) campaigns are developed and how they succeed and fail in today's highly competitive and rapidly changing world. It will cover areas such as account planning, market research, consumer insight, branding, positioning, segmentation, creative development and media. Secondly, it addresses the global environment ranging from developed to developing markets and what makes them unique as well as similar in terms of cultural, social, consumer and other factors.

Rationale: This course will specifically address international advertising and communications. In developing advertising and marketing communications campaigns in today's globally oriented and interlinked business environment, it is vital to be able to function across the world's markets. This course focuses on the basic principles and elements of how global advertising and marketing communications campaigns are developed. It covers the key areas of advertising and marketing communications and incorporates key drivers that influence it.

It is a highly interactive course driven by international case studies, assignments, articles, guest speakers and a group project. The cases are either global, regional (i.e. Pan-Asian) or take place in individual markets such as Mexico, China, India, Brazil, France, Australia, Hungary, Kenya, Italy, Germany, Venezuela, etc. The group project focuses on conducting a global advertising and marketing campaign in specific markets in Europe, Latin America, Asia and Middle East/Africa. With these intertwined elements, students will walk away from this course with knowledge they can readily apply to the business world.

The course will be offered twice a year. It is expected to enroll approximately 25 students each semester. In the academic year 2012 - 2013, the mean enrollment of graduate courses in Marketing and International Business offered by the Allen G. Aaronson Department of Marketing and International Business is 33. The course is an elective in the MBA major in marketing, a general elective for students in other MBA majors, and an elective for students in the MS in Marketing program.