

February 2015

Baruch College

Chancellor's University Report – Part A: Academic Matters

The following recommendations of the Committee on Undergraduate Curriculum were approved at the Zicklin school of Business Faculty Meeting on December 11, 2014, effective the Fall 2015 semester pending approval of the Board of Trustees.

PART A: ACADEMIC MATTERS

Section AIII: Changes in Degree Programs

AllI: 10.1b. The following revisions are proposed for the BBA in General Marketing track in the Zicklin School of Business

Program: BBA in General Marketing

HEGIS: 0509.00

Program Code: 01927

Effective: Fall 2015

From:		To:			
BBA in Marketing Management (General Marketing Track)		BBA in Marketing Management (General Marketing Track)			
Course	Description	Crs	Course	Description	Crs
Required Courses		12	Required Courses		12
MKT 3400	International Business Principles	3	MKT 3400	International Business Principles	3
MKT 3600	Marketing Research	3	MKT 3600	Marketing Research	3
MKT 3605	Consumer Behavior	3	MKT 3605	Consumer Behavior	3
MKT 5750	Marketing Strategy	3	MKT 5750	Marketing Strategy	3
Choose four courses from:			Choose four courses from:		
Four additional courses to be chosen from the following		12	Four additional courses to be chosen from the following		12
MKT 3420	Persuasion and Customer Decision Making	3	MKT 3420	Persuasion and Customer Decision	3
MKT 3520	Advertising and Marketing Communications	3	MKT 3520	Making Advertising and Marketing Communications	3
MKT 4120	Media Planning	3	MKT 4120	Media Planning	3

MKT 4123	Marketing Web Analytics and Intelligence	3	MKT 4123	Marketing Web Analytics and Intelligence	3
MKT 4131	Persuasive Communications Techniques and Strategies	3	MKT 4131	Advertising Creative Strategy and Tactics	3
MKT 4151	Direct Marketing I: Strategies and Tactics	3	MKT 4151	Direct Marketing I: Strategies and Tactics	3
MKT 4152	Direct Marketing II: Database Marketing; Managing The Creative Process	3	MKT 4152	Direct Marketing II: Database Marketing; Managing The Creative Process	3
MKT 4171	Public Relations	3	MKT 4171	Public Relations	3
MKT 4401	International Trade Financing	3	MKT 4401	International Trade Financing	3
MKT 4410	International Trade Operations	3	MKT 4410	International Trade Operation	3
MKT 4420	International Marketing Research and Management	3	MKT 4420	International Marketing Research and Management	3
MKT 4460	International Supply chain Management	3	MKT 4460	International Supply Chain Management	3
MKT 4511	Marketing Channels	3	MKT 4511	Marketing Channels	3
MKT 4523	Green Marketing	3	MKT 4523	Green Marketing	3
MKT 4093**	Special Topics in Marketing	3	MKT 4093**	Special Topics in Marketing	3
MKT 4540	Branding	3	MKT 4540	Branding	3
MKT 4555	Internet Marketing	3	MKT 4555	Internet Marketing	3
MKT 4557	Digital Advertising	3	MKT 4557	Digital Advertising	3
MKT 4560	Entertainment Marketing	3	MKT 4560	Entertainment Marketing	3
MKT 4700	Business Marketing Management	3	MKT 4561	Marketing Analytics	<u>3</u>
MKT 4876	Advertising Account Planning	3	MKT 4700	Business Marketing Management	3
MKT 4900	Managing Customer Relationships	3	MKT 4876	Advertising Account Planning	3
MKT 4910	Selling and Sales Management	3	MKT 4900	Managing Customer Relationships	3
MKT 4911	Communication Skills for Selling and Marketing	3	MKT 4910	Selling and Sales Management	3
MKT 4912	Retailing I: Retail Marketing	3	MKT 4911	Communication Skills for Selling and Marketing	3
MKT 4913	Retailing II: Retailing Management and Merchandising	3	MKT 4912	Retailing I: Retail Marketing	3

MKT 4966	Social Media Marketing and New Ventures	3	MKT 4913	Retailing II: Retailing Management and Merchandising	3
MKT 5000	Independent Study	3	MKT 4966	Social Media Marketing and New Ventures	3
MKT 5200	Marketing Consulting Practicum	3	<u>MKT 4493**</u>	<u>Special Topics in Advertising and Marketing Communications</u>	<u>3</u>
MKT 5550	Product Planning	3	<u>MKT 4593**</u>	<u>Special Topics in Digital Marketing</u>	<u>3</u>
IBS 3000***	Technology, Innovation, and the Global Enterprise	3	MKT 5000	Independent Study	3
ECO 3250***	International Economics	3	MKT 5200	Marketing Consulting Practicum	3
LAW 3111***	Law and International Business	3	MKT 5550	Product Planning	3
LAW 3118***	Law of Unfair Competition and Intellectual Property	3	IBS 3000***	Technology, Innovation, and the Global Enterprise	3
LAW 3106***	Law & Entrepreneurship	3	ECO 3250***	International Economics	3
LAW 3220***	Law and the Entertainment Business	3	LAW 3111***	Law and International Business	3
MGT 4880***	Management of Multinational Corporations		LAW 3118***	Law of Unfair Competition and Intellectual Property	3
			LAW 3106***	Law & Entrepreneurship	3
			LAW 3220***	Law and the Entertainment Business	3
			MGT 4880***	Management of Multinational Corporations	3

*MKT 5100 (Internship) may be taken as an additional course as your free elective, but it cannot be taken to satisfy the requirements for the track.

** May be taken more than once if a different topic is dealt with. Topics are announced in Schedule of Classes.

***Students may take up to two non-marketing courses as part of their track.

Rationale: Advertising and Digital Marketing are ever-evolving disciplines. These courses will continue to increase the relevance of the marketing curriculum by enabling the Department to offer experimental (special topics) courses in Advertising and Digital Marketing. Because both areas are part of Marketing, they should be considered electives for the General Marketing track. The courses will prepare students who are interested in a career in marketing, advertising, and digital marketing.

Marketing Analytics addresses the need of the industry by providing students with the knowledge and tools to conduct marketing analytics. Business analytics involves the confluence of statistical techniques and technologies that support data mining through which major marketing decisions are made today, including decisions for digital marketing. Because this is part of Marketing, this should be considered an elective for the General Marketing track. The course will prepare students who are interested in a career in marketing, advertising, and digital marketing.

All: 10.2b. The following revisions are proposed for the BBA in Advertising and Marketing Communications track in the Zicklin School of Business

Program: BBA in Advertising and Marketing Communications

HEGIS: 0509.00

Program Code: 01927

Effective: Fall 2015

From:	BBA in Marketing Management (Advertising and Marketing Communications Track)		To:	BBA in Marketing Management (Advertising and Marketing Communications Track)	
Course	Description	Crs	Course	Description	Crs
Required Courses		12	Required Courses		12
MKT 3520	Advertising and Marketing Communications	3	MKT 3520	Advertising and Marketing Communications	3
MKT 3600	Marketing Research	3	MKT 3600	Marketing Research	3
MKT 3605	Consumer Behavior	3	MKT 3605	Consumer Behavior	3
MKT 5750	Marketing Strategy	3	MKT 5750	Marketing Strategy	3
Choose four courses from:			Choose four courses from:		
Four additional courses to be chosen from the following		12	Four additional courses to be chosen from the following		12
MKT 4120	Media Planning	3	MKT 4120	Media Planning	3
MKT 4123	Marketing Web Analytics and Intelligence	3	MKT 4123	Marketing Web Analytics and Intelligence	3
MKT 4131	Persuasive Communication Techniques & Strategies	3	MKT 4131	Persuasive Communication Techniques & Strategies	3
MKT 4151	Direct and Interactive Marketing	3	MKT 4151	Direct and Interactive Marketing	3
MKT 4152	Direct Marketing II: Database Marketing; Managing The	3	MKT 4152	Direct Marketing II: Database Marketing;	3

	Creative Process			Managing The Creative Process	
MKT 4171	Public Relations	3	MKT 4171	Public Relations	3
MKT 4540	Branding	3	MKT 4540	Branding	3
MKT 4555	Internet Marketing	3	MKT 4555	Internet Marketing	3
MKT 4557	Digital Advertising	3	MKT 4557	Digital Advertising	3
MKT 4876	Advertising Account Planning	3	<u>MKT 4561</u>	<u>Marketing Analytics</u>	<u>3</u>
MKT 4966	Social Media Marketing and New Ventures	3	MKT 4876	Advertising Account Planning	3
MKT 5150	Advertising Campaigns I: Ad Competition	3	MKT 4966	Social Media Marketing and New Ventures	3
MKT 5151	Advertising Campaigns II: Ad Competition		<u>MKT 4493*</u>	<u>Special Topics in Advertising and Marketing Communications</u>	<u>3</u>
			MKT 5150	Advertising Campaigns I: Ad Competition	3
			MKT 5151	Advertising Campaigns II: Ad Competition	3
			MKT 5200	Marketing Consulting Practicum	3

The following courses do not count towards fulfilling the requirements for the Advertising track or the Marketing major. However, students interested in advertising may wish to consider taking one or more of the following:

ART 2050 Basic Graphic Communication: Design and Advertising Layout 3

ART 3050 Intermediate Graphic Communication: Layout and Pub Design 3

* May be taken more than once if a different topic is dealt with. Topics are announced in Schedule of Classes.

Rationale: Advertising is an ever-evolving discipline. These courses will continue to increase the relevance of the Advertising and Marketing Communications curriculum by enabling the Department to offer experimental, special topics courses in Advertising (in the case of MKT 4493). The Consulting Practicum course involves for the most part Advertising and Digital Marketing projects, so it should also count as an Elective for this track. Both courses will prepare students who are interested in a career in Advertising and Marketing Communications.

Marketing Analytics addresses the need of the industry by providing students with the knowledge and tools to conduct marketing analytics. Business analytics involves the confluence of statistical techniques and technologies that support data mining through which major

marketing decisions are made today, including decisions for digital marketing. Because this is part of Marketing, this should be considered an elective for the General Marketing track. The course will prepare students who are interested in a career in marketing, advertising, and digital marketing.

All: 10.3b. The following revisions are proposed for the BBA in Digital Marketing Communications track in the Zicklin School of Business

Program: BBA in Digital Marketing

HEGIS: 0509.00

Program Code: 01927

Effective: Fall 2015

From:			To:		
BBA in Marketing Management (Digital Marketing Track)			BBA in Marketing Management (Digital Marketing Track)		
Course	Description	Crs	Course	Description	Crs
Required Courses		12	Required Courses		12
MKT 3600	Marketing Research	3	MKT 3600	Marketing Research	3
MKT 4123	Marketing Web Analytics and Intelligence	3	MKT 4123	Marketing Web Analytics and Intelligence	3
MKT 4555	Internet Marketing	3	MKT 4555	Internet Marketing	3
MKT 5750	Marketing Strategy	3	MKT 5750	Marketing Strategy	3
Additional Required Courses		3	Additional Required Courses		3
MKT 3605	Consumer Behavior	3	MKT 3605	Consumer Behavior	3
OR			OR		
MKT 4700	Business Marketing Management	3	MKT 4700	Business Marketing Management	3
Elective Courses			Elective Courses		
Choose three (3) courses (9 credits) from the following, two of which must be marketing (MKT) or international business (IBS) courses.		9	Choose three (3) courses (9 credits) from the following, two of which must be marketing (MKT) or international business (IBS) courses.		9
MKT 3140	Interaction Design: Designing Innovative Digital Products and Services	3	MKT 3140	Interaction Design: Designing Innovative Digital Products and Services	3
MKT 4151	Direct Marketing I: Strategies and Tactics	3	MKT 4151	Direct Marketing I: Strategies and Tactics	3
MKT 4157	Digital Advertising	3	MKT 4157	Digital Advertising	3

MKT 4171	Public Relations	3	MKT 4171	Public Relations	3
MKT 4460	International Supply chain Management	3	MKT 4460	International Supply chain Management	3
IBS 3000	Technology, Innovation, and the Global Enterprise	3	MKT 4561	Marketing Analytics	3
CIS 3444	e-Business Technologies	3	MKT 4593*	Special Topics in Digital Marketing	3
CIS 3630	Principles of Web Design	3	MKT 5200	Marketing Consulting Practicum	3
LAW 3108	Law and the Internet	3	IBS 3000	Technology, Innovation, and the Global Enterprise	3
LAW 3118	Law of Unfair Competition and Intellectual Property	3	CIS 3444	e-Business Technologies	3
MGT 4967	Technology, Innovation and Design in Entrepreneurship	3	CIS 3630	Principles of Web Design	3
			LAW 3108	Law and the Internet	3
			LAW 3118	Law of Unfair Competition and Intellectual Property	3
			MGT 4967	Technology, Innovation and Design in Entrepreneurship	3
* May be taken more than once if a different topic is dealt with. Topics are announced in Schedule of Classes.					

Rationale: Digital Marketing is an ever-evolving discipline. These courses will continue to increase the relevance of the Digital Marketing curriculum by enabling the Department to offer experimental, special topics courses in Digital Marketing (in the case of MKT 4593). The Consulting Practicum course involves for the most part Advertising and Digital Marketing projects, so it should also count as an Elective for this track. Both courses will prepare students who are interested in a career in Digital Marketing.

Marketing Analytics addresses the need of the industry by providing students with the knowledge and tools to conduct marketing analytics. Business analytics involves the confluence of statistical techniques and technologies that support data mining through which major marketing decisions are made today, including decisions for digital marketing. Because this is part of Marketing, this should be considered an elective for the General Marketing track. The course will prepare students who are interested in a career in marketing, advertising, and digital marketing.

All: 10.4b. The following revisions are proposed for the BBA in Computer Information Systems in the Zicklin School of Business

Program: BBA in computer Information Systems

HEGIS: 0702.00

Program Code: 60006

Effective: Fall 2015

From:			To:		
BBA in Computer Information Systems			BBA in Computer Information Systems		
Course	Description	Crs	Course	Description	Crs
Required Courses		12	Required Courses		12
CIS 3100	Object-Oriented Programming I	3	CIS 3100	Object-Oriented Programming I	3
CIS 3400	Database Management Systems I	3	CIS 3400	Database Management Systems I	3
CIS 4800	Systems Analysis and Design	3	CIS 4800	Systems Analysis and Design	3
CIS 5800	Systems Development Project	3	CIS 5800	Systems Development Project	3
Elective Courses (12 credits)			Elective Courses (12 credits)		
Choose any four courses from the following list:		12	Choose any four courses from the following list:		12
CIS 3367	Spreadsheet Applications in Business	3	CIS 3120	Programming for Analytics	3
CIS 3444	e-Business Technologies	3	CIS 3367	Spreadsheet Applications in Business	3
CIS 3500	Networks and Telecommunications I	3	CIS 3444	e-Business Technologies	3
CIS 3630	Principles of Web Design	3	CIS 3500	Networks and Telecommunications I	3
CIS 3700	Green IT	3	CIS 3550	Cybersecurity	3
CIS 3750	Social Media Technologies in Organizations	3	CIS 3630	Principles of Web Design	3
CIS 4100	Object-Oriented Programming II	3	CIS 3700	Green IT	3
CIS 4110	Object-Oriented Programming II with Java	3	CIS 3710	Business Intelligence	3
CIS 4160	Web Applications Development	3	CIS 3750	Social Media Technologies in Organizations	3
CIS 4350	Information Technology Audit	3	CIS 3920	Data Mining for Business Analytics	3
CIS 4400	Database Management Systems II	3	CIS 4100	Object-Oriented Programming II	3
CIS 4500	Networks and Telecommunications II	3	CIS 4110	Object-Oriented Programming II with Java	3
CIS 4550	Networked Information Systems Security	3	CIS 4160	Web Applications Development	3

CIS 4610	Expert (Knowledge-Based) Systems and Related Technologies	3	CIS 4170	Data Visualization	3
CIS 4620	Financial Information Technologies	3	CIS 4350	Information Technology Audit	3
CIS 4650	Operating Systems Concepts	3	CIS 4400	Database Management Systems II	3
CIS 4670	Special Topics in Computer Information Systems	3	CIS 4500	Networks and Telecommunications II	3
CIS 4091	Special Topics in Computer Information Systems	1	CIS 4610	Expert (Knowledge-Based) Systems and Related Technologies	3
CIS 4092	Special Topics in Computer Information Systems	2	CIS 4620	Financial Information Technologies	3
CIS 4093	Special Topics in Computer Information Systems	3	CIS 4650	Operating Systems Concepts	3
CIS 4094	Special Topics in Computer Information Systems	1.5	CIS 4091	Special Topics in Computer Information Systems	1
OPR 3300	Quantitative Methods for Accounting*	3	CIS 4092	Special Topics in Computer Information Systems	2
			CIS 4093	Special Topics in Computer Information Systems	3
			CIS 4094	Special Topics in Computer Information Systems	1.5
			OPR 3300	Quantitative Methods for Accounting*	3
			OPR 3450	Quantitative Decision Making for Business I*	3

*Students may not receive credit for both OPR 3450 and OPR 3300.

Rationale: This change involves adding the new courses that were approved to the CIS major and also revising the course number and title for the cybersecurity course in the major description.

The following recommendations of the Committee on Graduate Curriculum were approved at the Zicklin School of Business Faculty Meeting on October 23, 2014 and December 11, 2014, effective the Fall 2015 semester pending approval of the Board of Trustees.

All:10.5b. The following revisions are proposed for the MS in Accountancy (CPA Program) in the Zicklin School of Business

Program: MS in Accountancy (CPA Program)

HEGIS Code: 0502.00

Program Code: 19218

Effective: Fall 2015

From: MS in Accountancy (CPA Program)			To: MS in Accountancy (CPA Program)		
Course	Description	Crs	Course	Description	Crs
Preliminary Courses (subject to waiver)			Preliminary Courses (subject to waiver)		
English language modules in American English Pronunciation and Grammar Troubleshooting 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.			English language modules in American English Pronunciation and Grammar Troubleshooting 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.		
General Business Requirements (36 credits)			General Business Requirements (36 credits)		
Students with appropriate background will be able to reduce the number of required credits in general business requirements, with the exception of BUS 9557.			Students with appropriate background will be able to reduce the number of required credits in general business requirements, with the exception of BUS 9557.		
BUS 9557	Managerial Skills for Accountancy Professionals (not subject to waiver)	3	BUS 9557	Managerial Skills for Accountancy Professionals (not subject to waiver)	3
CIS 9001	Information Systems for Managers I	1.5	CIS 9001	Information Systems for Managers I	1.5
ECO 9730	Fundamentals of Microeconomics	1.5	ECO 9730	Fundamentals of Microeconomics	1.5
ECO 9740	Fundamentals of Macroeconomics	1.5	ECO 9740	Fundamentals of Macroeconomics	1.5
FIN 9770	Financial Decision Making	3	FIN 9770	Financial Decision Making	3
LAW 9800	Business Contracts and Law of Corporations	4	LAW 9800	Business Contracts and Law of Corporations	4
MGT 9300	Management: A Behavioral Approach	3	MGT 9300	Management: A Behavioral Approach	3
MKT 9703	Marketing Management	3	MKT 9703	Marketing Management	3
STA 9708	Applied Statistical Analysis for Business Decisions	3	STA 9708	Applied Statistical Analysis for Business Decisions	3
Additional advanced business (Zicklin) courses in areas other than accounting and taxation.		12.5	Additional advanced business (Zicklin) courses in areas other than accounting and taxation.		12.5
CPA Accounting and Taxation Requirements (34 credits)			CPA Accounting and Taxation Requirements (34 credits)		
BUS 9556	Communication for Accounting Managers (subject to waiver)	0	BUS 9556	Communication for Accounting Managers (subject to waiver)	0
ACC 9112	Financial Accounting: Intensive	3	ACC 9112	Financial Accounting: Intensive	3

ACC 9804*	Intermediate Financial Accounting	4	ACC 9804	Intermediate Financial Accounting	4
ACC 9805	Advanced Financial Accounting	4	ACC 9805	Advanced Financial Accounting	4
ACC 9811	Managerial Accounting Theory and Practice	4	ACC 9811	Managerial Accounting Theory and Practice	4
ACC 9818	Auditing and Accounting Information Systems	3	ACC 9818	Auditing and Accounting Information Systems	3
ACC 9821	Auditing	4	ACC 9821	Auditing	4
TAX 9861**	Federal Income Taxation: Theory and Practice	3	TAX 9861*	Federal Income Taxation: Theory and Practice	3
TAX 9878**	Taxation of Business Entities	3	TAX 9878*	Taxation of Business Entities	3
At least two electives to be selected from the following:			At least two electives to be selected from the following:		
ACC 9810	Current Topics in Financial Accounting	3	ACC 9810	Current Topics in Financial Accounting	3
ACC 9806	Financial Statement Analysis and Reporting	3	ACC 9806	Financial Statement Analysis and Reporting	3
ACC 9815	Advanced Managerial Accounting	3	ACC 9815	Advanced Managerial Accounting	3
ACC 9901***	Special Topics in Accounting	3	ACC 9901**	Special Topics in Accounting	3
<p>To achieve the minimum of 30 credits required to earn the MS in accountancy, students with baccalaureate degrees in accountancy who have taken equivalent courses to those listed above and earned a grade of B or better may substitute 18 to 24 credits of electives from the following list of courses (as well as others that may be offered by the Stan Ross Department of Accountancy in the future).</p>			<p><u>To achieve the minimum of 30 credits required to earn the MS in accountancy, students with baccalaureate degrees in accountancy who have taken equivalent courses to those listed above and earned a grade of B or better may choose electives from among any Zicklin graduate courses for which the prerequisites have been met. (This does not include courses on the list of general business requirements that have been waived.)</u></p>		
CIS 9467	Business Modeling with Spreadsheets	3	*Students may substitute TAX 9863 for TAX 9861 and TAX 9866 for TAX 9878 with permission of the department.		
LAW 9104	Securities Law and Business Crime	3	**May take more than once with different topics; topics may include: forensic accounting, advanced auditing, cases in business/accounting.		
STA 9710	Statistical Methods in Sampling and Auditing	3			
Additional topics from the above two sections and not more than 9 credits outside the					

specialization (e.g., computer information systems, finance, management) chosen in consultation with program advisors.	
*ACC 9804 is required for all students with the exception of those who meet the following three requirements: 1) have taken the equivalent of undergraduate ACC 3000 and ACC 3100 at an AACSB International-accredited college or equivalent; 2) have received a grade of B or higher in each course; and 3) have completed the ACC 3100 equivalent within two years of beginning the MS at Baruch.	
**Students may substitute TAX 9863 for TAX 9861 and TAX 9866 for TAX 9878 with permission of the department.	
***May take more than once with different topics; topics may include: forensic accounting, advanced auditing, cases in business/accounting.	

Rationale: The MS program was revised as of spring 2014 to allow for more course choices. The additional revisions clarify the intent of the program, which is to open up as many avenues of specialized knowledge (sub-concentrations) as possible on a fairly fluid basis, and to respond nimbly to changing demands in the employment arena, especially as the large CPA firms roll out more advisory service jobs. The reference to the ACC 9804 waiver is not necessary since waiver criteria for this and other courses are available to students through advising documents.

All:10.6b. The following revision is proposed for the MS in Marketing in the Zicklin School of Business

Program: MS in Marketing

HEGIS Code: 0509.00

Program Code: 79231

Effective: Fall 2015

From: MS in Marketing	To: MS in Marketing
	<u>New Concentration in Marketing Analytics (30 credits)</u>
	Marketing depends on good analytical skills but also on the ability to develop actionable insights from data. The Marketing Analytics concentration in the MS program provides students with the tools to handle both data from traditional sources

and data from digital channels, and then use them to make sound strategic decisions.

Required Courses (15 credits)

<u>MKT 9702</u>	Marketing Research	3
<u>MKT 9703</u>	Marketing Management	3
<u>MKT 9716</u>	Consumer Behavior	3
<u>MKT 9750</u>	Marketing Strategy	3
<u>MKT 9737</u>	Marketing Analytics	<u>3</u>

Elective Courses (15 credits)

Choose a minimum of 9 credits from the following:

<u>MKT 9740</u>	Data-driven Marketing Strategy	<u>3</u>
<u>MKT 9738</u>	Web Analytics and Intelligence	<u>3</u>
<u>MKT 9780</u>	Digital Marketing	<u>3</u>
<u>MKT 9728</u>	Media Planning in the Digital World	<u>3</u>
<u>MKT 9782</u>	Search Engine Marketing	<u>1.5</u>
<u>MKT 9783</u>	Social Media Marketing	<u>1.5</u>
<u>MKT 9785</u>	Digital Marketing Strategy	<u>3</u>
<u>STA 9661</u>	Multivariate Statistics for Business Analytics	<u>3</u>

<u>MKT 9796</u>	Special Topics in Marketing Analytics	<u>1.5</u>
<u>MKT 9797</u>	Special Topics in Marketing Analytics	<u>3</u>

Choose up to 6 credits from any 9000-level course in the Department of Marketing and International Business. Students can also choose from the following:

<u>CIS 9467</u>	Business Modeling with Spreadsheets	<u>3</u>
<u>STA 9750</u>	Software Tools for Data Analysis	<u>3</u>
<u>STA 9700</u>	Applied Regression Analysis	<u>3</u>
<u>STA 9705</u>	Multivariate Statistical Methods	<u>3</u>
<u>STA 9660 / CIS 9660</u>	Data Mining for Business Analytics	<u>3</u>

Rationale: The availability of data has greatly increased in recent years. But data collection and analysis are not enough to provide the foundation for successfully managing and growing businesses and organizations. Marketers are incorporating data into their strategic decision-making process to improve effectiveness, optimize return of investment (ROI), and ultimately to gain a competitive edge in the market. Given the increasing demand for marketers with data and analytics skills, the proposed analytics concentration helps students develop the skills not only to transform real-world observations into quantitative representations but also to translate quantitative analysis into implementable business decisions. Thus, this concentration will enhance the MS in Marketing degree by providing specialized expertise to our graduates in an area that is rapidly gaining prominence in the marketplace.

Concentration Details and Requirements: The proposed concentration in Marketing Analytics can be completed by graduate students pursuing an MS in Marketing program. Consistent with prior requirements, students need 30 credits to complete the MS program in Marketing with a concentration in Marketing Analytics. The concentration requires students to accumulate 15 credits through core/required courses and the remaining 15 credits through elective courses. The required courses include the Marketing Analytics course (MKT 9737) in addition to the other required courses for the MS in Marketing. With respect to elective courses, students pursuing this concentration are required to complete a minimum of 9 credits through the elective courses specific to marketing analytics. The rest of their credits can be acquired by taking any 9000-level course in the Department of Marketing and International Business, or any of the following: STA/CIS 9660, STA 9750, STA 9700, STA 9705, or CIS 9467. The successful completion of the advanced coursework included in this concentration depends on the prerequisite knowledge that is provided in the coursework for the MS in Marketing program.

By completing this concentration students will be able to:

- 1) Understand how to harness and process massive amounts of data, design robust analytical models, and effectively interpret them to accomplish the strategic goals of organizations (for profit and non-profit).
- 2) Integrate traditional marketing strategies with “big data” techniques to help design products, predict the effects of marketing campaigns, and better understand customers.
- 3) Evaluate marketing investment decisions through optimal resource allocations across products, promotions, channels, and pricing decisions.

Most of the courses specific to marketing analytics (presented as electives) have been offered multiple times as special topics with good enrollment. Thus, from the student, employer, and marketplace perspective, a substantial demand exists to support a concentration in Marketing Analytics. The list of required and elective courses being offered makes this concentration unique and cutting edge. This concentration will indeed provide a source of competitive advantage for our MS degree program.

Section AIV: New Courses

AIV:10.1b Allen G. Aaronson Department of Marketing and International Business

Course Number: MKT 4493

Title: Special Topics in Advertising and Marketing Communications

Hours: 3

Credits: 3

Prerequisites: MKT 3000 and to be determined by the syllabus.

Course description: This course focuses on timely and relevant topics in advertising and Marketing Communications that are not covered in the regular curriculum. The areas of study are determined each semester by the instructor offering the course. The course topics and additional pre-requisites will be announced during the preceding semester. Students may take this more than once provided that different topics are covered.

Rationale: This course is for students interested in Advertising and Marketing Communications. The course will enable the Marketing Department to offer special topic courses that are specific to the Advertising and Marketing Communications track. The course will be offered once a year. It is expected to enroll approximately 30 students

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

Course Number: MKT 4593

Title: Special Topics in Digital Marketing

Hours: 3

Credits: 3

Prerequisites: MKT 3000 and to be determined by the syllabus.

Course Description: This course focuses on timely and relevant topics in digital marketing that are not covered in the regular curriculum. The areas of study are determined each semester by the instructor offering the course. The course topics and additional pre-requisites will be announced during the preceding semester. Students may take this course more than once provided that different topics are covered.

Rationale: This course is for students interested in digital marketing. The course will enable the Marketing Department to offer special topic courses that are specific to the Digital Marketing track. The course will be offered once a year. It is expected to enroll approximately 30 students.

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

Course Number: MKT 4561

Title: Marketing Analytics

Hours: 3

Credits: 3

Prerequisites: MKT 3600.

Course Description: In this course, students will address the marketing process – new products, segmentation, targeting, positioning, and advertising – with data and analytics. They will learn

how to analyze marketing data to help make decisions about: market segmentation and target market selection; product positioning; and allocation of marketing mix expenditures to accomplish objectives. This course will also provide an opportunity to improve students' statistical and analytical skills as well as build proficiency with statistical software applications.

Rationale: Organizations have increasingly recognized the value of business analytics; that is, the confluence of statistical techniques and technologies that support data mining. Major marketing decisions are made today based on analytics, including decisions for digital marketing." This course directly addresses this need of the industry by providing students with the knowledge and tools to conduct marketing analytics using Excel. This course is expected to enroll approximately 40 students each semester; it will be used as a required course in the BBA Analytics marketing track, an elective in the BBA Marketing, BBA digital marketing and BBA in advertising and communications track. It will also be useful as an elective for students in a CIS major.

AIV:10.4b. The Department of Statistics and Computer Information Systems

Course Number: CIS 3120

Title: Programming for Analytics

Hours: 3

Credits: 3

Prerequisites: CIS 2200, No ZICK or ZKTP code required

Course Description: This course introduces the aspects of programming that can support business analytics. The course introduces students to programming (using a language such as python) and its uses in business analytics. The course covers hands-on issues in programming for analytics which include accessing data, creating informative data graphics, writing functions, debugging, and organizing and commenting code.

Rationale: Data science is an emerging field. The objective of the course is to introduce students to programming that pertains to data science from various points of view. This course will be useful for students as an elective in the CIS major. The course will likely be offered once every year. It is expected to enroll approximately 35 students.

AIV:10.5b. The Department of Statistics and Computer Information Systems

Course Number: CIS 3710

Title: Business Intelligence

Hours: 3

Credits: 3

Prerequisites: CIS 2200, No ZICK or ZKTP code required

Course Description: This course focuses on business intelligence – an information technology approach to data collection and data analysis to support a wide variety of organizational

priorities, from performance evaluation to trend spotting and policy making. Students learn analytical components and technologies used to create dashboards and scorecards, data/text/Web mining methods for trend and sentiment analysis, and artificial intelligence techniques used to develop intelligent systems for decision support.

Rationale: Business intelligence has increasingly become important for organizations in a variety of industries. Availability of large amounts of data, ability to analyze structured and unstructured data, and the availability of tools and techniques that can help in analytics have triggered organizations to carefully consider the opportunities presented by business intelligence. The course presents an overview of business intelligence to students who are new to this field. This would be an introductory elective in the CIS major and will introduce students to various aspects of business intelligence and its impact on organizations. This course has been offered as a special topics course several times since spring 2011 and has been well received. The course will likely be offered once every year. It is expected to enroll approximately 35 students.

AIV:10.6b. The Department of Statistics and Computer Information Systems

Course Number: CIS/STA 3920

Title: Data Mining for Business Analytics

Hours: 3

Credits: 3

Prerequisites: CIS 2200 and STA 2000, No ZICK or ZKTP code required

Course Description: Data Mining is the process by which useful information is extracted from large amounts of data. This course is designed to provide students with the necessary tools and techniques to perform data mining and business analytics. This course is intended as an introductory module targeted at individuals who plan to work with data (modeling, data management) as well as towards those who will work with data scientists. While the course will primarily focus on modeling and evaluation, it will also include data preparation and examination. Modeling techniques covered include dimension reduction, regression methods, decision trees, clustering, and other ad-hoc methods. Emphasis will be placed on the entire context surrounding data mining, which includes the business problem, data processing, modeling, evaluation and deployment. Students will be expected to implement these techniques in big-data case studies throughout the semester.

Rationale: Organizations have increasingly recognized the value of business analytics, which brings together statistical techniques and technologies that support data mining. This helps organizations extract useful information from large amounts of data and enable better business decision making. This course will provide a foundation for the new program in business analytics that is under development. This will also be a suitable elective for the CIS major. The course will likely be offered once every year. It is expected to enroll approximately 35 students.

AIV:10.7b. The Department of Statistics and Computer Information Systems

Course Number: CIS/STA 4170

Title: Data Visualization

Hours: 3

Credits: 3

Prerequisites: CIS 3100 or CIS 3120, No ZICK or ZKTP code required

Course Description: This course examines how to transform data into visual representations so that decision makers can effectively use interactive visualization for analytical reasoning. Topics covered in this course include 1) analytical reasoning techniques, 2) visual representations and interaction techniques, 3) data representation and transformation, and 4) techniques to support production, presentation and dissemination of the results. This course will blend various theoretical and applied technical concepts of visual analytics.

Rationale: The scale of data that we collect today is staggering and our ability to collect data is increasing at a faster rate than our ability to analyze it. As a result, we need novel techniques to analyze and process these massive amounts of data available from multiple sources to make decisions in a time-critical manner. This course presents an overview of visualization and visual analytics techniques to students that can facilitate such forms of analytical reasoning. This would be an elective in the CIS major and in the new major on business analytics that is under development. The course will likely be offered once every year. It is expected to enroll approximately 35 students.

AIV:10.8b. Department of Law

Course Number: LAW 9110

Title: The Law of Corporate Governance

Hours: 3

Credits: 3

Prerequisite: LAW 9000 or LAW 9800 or permission of the department.

Course Description: Corporate governance, the set of legal and other rules, practices, and norms by which an organization is managed, is a topic of significant importance in strategic business administration. How an institution is governed influences rights, duties, and relationships among the relevant business entity's stakeholders, and ultimately how an institution is managed. This course will address the fundamentals of corporate governance from a legal perspective, addressing the different rights and obligations of the board of directors, senior management, investors, regulators, and other stakeholders. The course will also address the highly related principles of risk management and compliance. Relevant international guidelines and perspectives will be considered as well. Students will examine the effectiveness and execution of governance roles and responsibilities, as well as ethical issues raised.

Rationale: The law of corporate governance is a subject of potential interest to all graduate business students. In particular, it is anticipated that students will take this course as part of a concentration in the Master of Science (MS) in Accountancy (CPA Program). It will also be a general elective choice for MBA students. The course will be offered at least once a year.

AIV:10.9b. Department of Law

Course Number: LAW 9111

Title: United States Banking Law in the Context of Modern Economic Crises

Hours: 3

Credits: 3

Pre- or corequisite: None.

Course Description: The economic crises of the last 100 years have resulted in a complex maze of laws, regulations and regulatory bodies. The course will examine, through the prism of economic crises, the enactment of landmark banking laws, from the Federal Reserve Act of 1913 through the recent Dodd-Frank Act, and the creation of various regulatory bodies, including the Federal Reserve Board, the FDIC, and the Consumer Financial Protection Bureau. Students will gain an understanding of the emergence of the dual banking system, the landmark statutes that were enacted in response to the two great economic crises of the last 100 years, the different types of financial institutions permitted under US law, the roles of the various regulatory bodies, and how to navigate the many regulatory frameworks.

Rationale: An understanding of the regulatory frameworks governing banking institutions is important for many business disciplines. This course helps students to understand those frameworks by placing the enactment of the statutes and regulations in the context of the economic crises that led to their enactment. This course will be an elective in the MS in Accountancy. The course will also be a general elective choice for students in other MBA majors. The course has been offered as a special topics course in the past and has been enthusiastically received by students. It will be offered at least once a year.

AIV:10.10b. Allen G. Aaronson Department of Marketing and International Business

Course Number: MKT 9740

Title: Data-driven Marketing Strategy

Hours: 3

Credits: 3

Pre- or corequisite: MKT 9703.

Course Description: This course will focus on developing marketing mix and resource allocation decisions driven by quantitative analysis. The course will specifically focus on building quantitative models of pricing, channels of distribution, branding, and promotions. Topics covered include market response models, conjoint analysis techniques, resource allocation models, forecasting models, customer profitability analysis, value pricing, product line decisions, and other significant strategic marketing issues facing today's managers.

Rationale: The availability of data has vastly increased in recent years. As forward-thinking managers of tomorrow's businesses, students must develop an understanding of how to leverage data to create value, translate quantitative analysis into implementable business decisions, and win competitive advantage. Developing data-driven marketing strategies is a particularly valuable skill set for students planning careers in consulting, marketing, or as

entrepreneurs, and the concepts and analytical tools of this course can be applied in numerous business settings, including consumer packaged goods, retail, financial services, telecommunications, entertainment, business-to-business, information technology (IT), pharmaceutical industry, etc.

In many industries, the commonly held view is that business success hinges on creating long-term, profitable customer relationships. This course demonstrates the value that firms can derive from data for improved strategic decision-making. Thus, this course will enhance the MS in Marketing degree by providing specialized expertise to our graduates in an area that is rapidly gaining prominence in the marketplace. It will draw on and extend students' understanding of issues related to integrated marketing communications, pricing, digital marketing, and quantitative analysis. The course will use a combination of cases, lectures, and a hands-on project to develop these skills. It will be used as an elective course in the MS-Marketing program, an elective in the MBA – Marketing major, or as an MBA general elective.

AIV:10.11b. Allen G. Aaronson Department of Marketing and International Business

Course Number: MKT 9796

Title: Special Topics in Marketing Analytics

Hours: 1.5

Credits: 1.5

Pre- or corequisite: MKT 9703.

Course Description: This course focuses on timely and relevant topics in marketing analytics that are not covered in the regular curriculum. The course topics are determined each semester by the instructor offering the course. The topics and additional pre-requisites will be announced during the preceding semester. Students may take this course more than once provided that different topics are covered.

Rationale: This course will provide flexibility in offering topics in marketing analytics that draw on the special expertise of the instructor but that do not otherwise fit the regular curriculum. Ability to offer special topics in 1.5 credits provides flexibility in selecting topics that may be timely and relevant, but might not warrant a 2 or a 3-credit course. Special topics for 1.5 credits in marketing analytics can act as a companion course to other 1.5 credit marketing-specific elective courses (MKT 9782, MKT 9783). This separate listing helps differentiate better the special topic courses with a deeper focus in marketing analytics from other special topic courses being offered under traditional marketing. The course is expected to enroll approximately 40 students when offered. It will be used as an elective course in the MBA – Marketing major, an MBA general elective, or an elective in the MS-Marketing program.

AIV:10.12b. Allen G. Aaronson Department of Marketing and International Business

Course Number: MKT 9997

Title: Special Topics in Marketing Analytics

Hours: 3

Credits: 3

Pre- or corequisite: MKT 9703.

Course Description: This course focuses on timely and relevant topics in marketing analytics that are not covered in the regular curriculum. The course topics are determined each semester by the instructor offering the course. The topics and additional pre-requisites will be announced during the preceding semester. Students may take this course more than once provided that different topics are covered.

Rationale: This course will provide flexibility in offering topics in marketing analytics that draw on the special expertise of the instructor but that do not otherwise fit the regular curriculum. In addition, such a separate listing helps to differentiate better the special topic courses with a deeper focus in marketing analytics from other special topic courses being offered under traditional marketing. This course is expected to enroll approximately 40 students when offered. It will be used as an elective course in the MBA – Marketing major, MBA general elective, or an elective in the MS-Marketing program.

AIV:10.13b. Office of Graduate Programs, Zicklin School of Business

Course Number: BUS 9811, BUS 9812, BUS 9813, BUS 9814

Title: Graduate Internships I, II, III, and IV

Hours: Each internship is 1 hour

Credits: Each internship is 1 credit

Prerequisites: BUS 9811: Permission of faculty internship coordinator and Graduate Career Management Center required. Open to full-time and part-time MBA and MS students. International students must comply with requirements specified by the International Student Service Center, which they should consult if they have questions about these requirements. All students must be in good academic standing (3.0 cumulative grade point average) to pursue all internships.

BUS 9812: The same prerequisites as for BUS 9811 and successful completion of BUS 9811.

BUS 9813: The same prerequisites as for BUS 9811 and successful completion of BUS 9812.

BUS 9814: The same prerequisites as for BUS 9811 and successful completion of BUS 9813.

Course Description: The Graduate Internship is designed to provide students in the MBA or MS programs in business, where appropriate, with the opportunity to participate in a coordinated and supervised work experience in the business discipline of their choice. BUS 9811 – BUS 9814 are available to students pursuing a second graduate degree in the Zicklin School of Business, and who have already completed any or all of the internship courses BUS 9801, 9802, 9803 or 9804 during their first Zicklin graduate degree program. Students must follow the designated sequence of internship course numbers within each degree. MBA students may apply internship credit towards general elective credit; MS students should consult their program requirements to determine if internship credit applies as elective credit. No more than 3 credits of internship may count towards a degree program; a fourth credit may be earned, but will not apply towards the degree.

Students elect to work in positions in the field to gain practical experience and insight into the workings of actual businesses. In addition to their field experience, students are required to attend workshops and advising sessions at the school as determined by the faculty internship coordinator, the Graduate Career Management Center, and the Weissman Center for International Business. The internship is graded on a Pass/No Credit (P/NC) basis.

Rationale: Students returning to Zicklin for a second graduate degree may earn internship credit. A new sequence of numbers is being created to accommodate students who took internships in their first degree program, since CUNYfirst does not allow course numbers to be repeated.

Section AV: Changes in Course Number, Title, Description, Credits, Hours, Co- or Pre-requisites

AV.10.1b. Change in Course Description and Prerequisites

From: BUS 6300H		To: BUS 6300H	
Title	Entrepreneurial Ventures	Title	Entrepreneurial Ventures
Description	<p>This course will use a variety of instructional tools to introduce the concept of venture start-ups and business plans. Students may not retain credits for BUS 6300H and MGT 4961 or MGT 4963. This course is only available to student not majoring in Entrepreneurship.</p> <p>3 hours; 3 credits</p>	Description	<p><u>Leaders must foster new ideas, obtain resources, articulate their vision and gain key stakeholder support. Students will foster these leadership skills in this capstone course, which teaches students the foundations of entrepreneurship and the process of venture creation. During the semester, students will draw upon the resources of New York City's entrepreneurship ecosystem as they develop a case for the creation of a venture through the preparation of a viable business plan and pitch. In this assignment, students will move through the stages of conceptualizing a new venture idea, understanding feasibility, and articulating their vision to key stakeholders. The class will include cases, lectures, and numerous experiential learning activities.</u></p>
Pre-requisites	<p>Completion of nine credits of 4000 level Zicklin Honors courses, a minimum of 64 credits, completion of at least</p>	Pre-requisites	<p><u>Prerequisites: Open only to seniors in the Zicklin Honors Program who have completed at least 60% of their major,</u></p>

	<p>60% in the major, and an overall GPA of 3.6. Open only to seniors in the Zicklin Honors Program who have completed at least 60% of the major, BUS 4444, 6 additional 4000-level Zicklin Honors credits; and have an overall GPA of 3.6.</p>		<p><u>BUS 4444H, and have an overall GPA of 3.6.</u></p>
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Rationale: The Zicklin Undergraduate Honors Program requires students to choose between two capstone experiences: BUS 6100H (Business Consulting), which is offered in the fall, and BUS 6300H (Entrepreneurial Ventures), which is offered in the spring. When the program was developed, BUS 6300H was conceptualized to be an advanced version of MGT 4961/4963. It seemed reasonable that Entrepreneurship majors in ZUHP would select BUS 6100H as their capstone to avoid duplication. However, as a practical matter, students cannot always take the capstone in the fall semester as BUS 4444H (Business Cases) is a required prerequisite. Thus, BUS 6300H has been changed so that it offers a capstone experience that is not duplicative of the management courses, as described herein. It now focuses on leadership and New York City’s entrepreneurship ecosystem.

AV.10.2b. Change in Course hours, Title, and Description.

From: <u>CIS 4550</u>		To: <u>CIS3550</u>	
Title	Networked Information Systems Security	Title	<u>Cybersecurity</u>
Description	<p>The main objective of this course is to provide students with an in-depth understanding of the security risks and counter measures evident in modern, networked Information systems. Topics will include development of a security framework, overview of internetworking protocols, applications of cryptographic systems and the principles and the implementation of security in operating system, software, database systems, wired and wireless networks, and web services. Upon successful completion of this course, students will have advanced skills to effectively access, document and manage the</p>	Description	<p><u>This course aims to provide a managerial perspective on contemporary issues in computer and network security, including an assessment of state-of-the-art approaches used to address security problems and the integration of these approaches with organizational/informational systems audits, computer information systems, and management practices. Upon completing the course, students should have a practical understanding of how to design, implement, and maintain a network security plan that successfully defends a network from malicious or accidental intrusion. 3 Hours, 3 Credits.</u></p>

<p>implementation of security policies and procedures that are crucial to the successful implementation of networked information systems.</p> <p>3 hours; 3 credits;</p>	
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Rationale: There has been an alarming increase of unauthorized entry to computer systems, data theft, and unauthorized data monitoring to name a few cybersecurity problems. Formerly the province of hackers, the managers of any IT-enabled business must be aware of their data's vulnerabilities. This course is designed to allow students of all majors learn how to recognize system weaknesses and to defend against their exploitation. It will be an elective course in both the BBA in Information Systems and the Computer Applications in Business minor, and will be an appropriate business elective for other majors. We anticipate an enrollment of 35 students per semester initially.

AV. 10.3b. Change in Course Prerequisite

From: BUS 9801, BUS 9802, BUS 9803, BUS 9804		To: BUS 9801, BUS 9802, BUS 9803, BUS 9804	
Title	Graduate Internships I, II, III, and IV	Title	Graduate Internships I, II, III, and IV
Prerequisites	<p>BUS 9801: Permission of faculty internship coordinator and Graduate Career Management Center required. Open to full-time and part-time MBA and MS students. who have completed a minimum of 12 credits toward their graduate degree, or by approval of the Internship Committee. Students on F-1 visas must have been in F-1 student status for at least one academic year prior to Curricular Practical Training (CPT). (Some students may be able to participate in CPT prior to completing one full academic year in a Zicklin graduate program, based on prior course work in a US college.) Different conditions may apply to students on other visas. International students must comply with</p>	Prerequisites	<p>BUS 9801: Permission of faculty internship coordinator and Graduate Career Management Center required. Open to full-time and part-time MBA and MS students. <u>International students must comply with requirements specified by the International Student Service Center, which they should consult if they have questions about these requirements.</u> All students must be in good academic standing (3.0 cumulative grade point average) to pursue all internships.</p> <p><i>Prerequisite for BUS 9802: <u>The same prerequisites as for BUS 9801 and the successful completion of BUS 9801.</u></i></p> <p><i>Prerequisite for BUS 9803: <u>The same prerequisites as for BUS 9801 and the successful completion of BUS 9802.</u></i></p>

<p>requirements specified by the International Student Service Center, and they should consult the ISSC if they have questions about these requirements. All students must be in good academic standing (3.0 cumulative grade point average) to pursue all internships.</p> <p><i>Prerequisite for BUS 9802:</i> Successful completion of BUS 9801.</p> <p><i>Prerequisite for BUS 9803:</i> Successful completion of BUS 9802.</p> <p><i>Prerequisite for BUS 9804:</i> Successful completion of BUS 9803.</p>	<p><i>Prerequisite for BUS 9804: <u>The same prerequisites as for BUS 9801 and the successful completion of BUS 9803.</u></i></p>
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Rationale: Entering MBA and MS students often have substantial business background based on professional experience or prior academic course work. They are qualified to do an internship based on these backgrounds, but currently cannot do so until they have completed at least 12 credits in their Zicklin graduate program. We have made exceptions to this requirement on an individual basis. We find that the requirement is unnecessarily restrictive and discourages students from pursuing opportunities as they become available. We have simplified the language regarding international students.

Section AVII: MBA Agreement with The College of Management Academic Studies (COMAS), Israel

AVII:10.1b. Dual International MBA Program Agreement

RESOLVED, that in the case of the students participating in the dual degree program between Baruch College and The College of Management Academic Studies (COMAS), Israel, the twelve (12) credit maximum transfer credit limit be waived, and a maximum of thirty (30 credits) be permitted to be transferred towards the Baruch College, Zicklin School of Business MBA.

EXPLANATION: In November 2013, The Board of Trustees of The City University of New York authorized the General Counsel to execute an agreement on behalf of Baruch College with the College of Management Academic Studies (COMAS) in Israel to offer a dual MBA degree program. The program will be offered as of fall 2015. After a thorough curriculum mapping of current COMAS MBA courses with the Zicklin MBA program, the conclusion was that there is a one-to-one match between the courses offered in each MBA program. Thus no curriculum changes were needed in order for the dual degree program to conform to the individual Zicklin and COMAS curricula. The courses completed in COMAS will closely follow Zicklin MBA course syllabi and adhere to the same rigorous pedagogy as in the Zicklin MBA program. In addition, COMAS courses will be subject to the same assurance of learning process as in

Zicklin. Given the special arrangement between two renowned institutions, in the U.S. and Israel, an exception is being made to transfer up to 30 credits of course work completed in COMAS towards the Baruch MBA.