

January 2010

Baruch College

Chancellor's University Report – Part A: Academic Matters

PART A: ACADEMIC MATTERS

The following recommendations of the Committee on Undergraduate Curriculum were approved at the Zicklin School of Business Faculty Meeting on November 19, 2009 effective the Fall 2010 semester, pending approval of the Board of Trustees.

Section AIII: CHANGES IN DEGREE PROGRAM

AIII:10.1b. The following revisions are proposed for the BBA in Accounting in the Zicklin School of Business

Program: BBA Degree in Accounting

Program Code: 01913

Effective: Fall 2010

FROM: BBA IN ACCOUNTING			TO: BBA IN ACCOUNTING		
Course	Description	Crs	Course	Description	Crs
Accountancy base (6 credits):			Accountancy base (6 credits):		
ACC 2101	Principles of Accounting	3	ACC 2101	Principles of Accounting	3
ACC 3202	Accounting Information Systems	3	ACC 3202	Accounting Information Systems	3
Required Courses (16 credits)			Required Courses (24 credits)		
ACC 3000	Financial Accounting I	4	ACC 3000	Financial Accounting I	4
ACC 3100	Financial Accounting II	4	ACC 3100	Financial Accounting II	4
ACC 3200	Cost Accounting	4	ACC 3200	Cost Accounting	4
TAX 3300	Federal Income Taxation	4	TAX 3300	Federal Income Taxation	4
			ACC 4100	Financial Accounting III	4
			ACC 5400	Principles of Auditing	4
And two of the following (8 credits):			Suggested electives:		
ACC 4100	Financial Accounting III	4	TAX 4309H	Federal Income Taxes: Entities (Honors)	4
ACC 4360	Internal Audit: Enterprise Risk Management	4	CIS 4350	Computer Control and Audit	3
ACC 4364	Internal Audit: Application and Practice	4	LAW 3115	Securities Law and Business Crime	3
ACC 5400 H	Principles of Auditing	4	LAW 3102	The Law of Business Organizations	3
ACC 4306	Financial Statement Analysis and Valuation I	4	OPR 3300	Quantitative Methods for Accounting	3
				An advanced statistics course	3
TAX 4309H	Federal Income Taxes: Entities (Honors)	4		An advanced finance course (e.g., FIN 3610, Corporate Finance or FIN 3710, Investment Analysis)	3
Suggested electives:					
CIS 4350	Computer Control and Audit	3			

LAW 3115	Securities Law and Business Crime	3			
LAW 3102	The Law of Business Organizations	3	Total required in major over base: 24 credits		
OPR 3300	Quantitative Methods for Accounting	3			
	An advanced statistics course	3	Prerequisites	<u>Students who take their first 3000-level accounting course in Fall 2006 or thereafter must earn a minimum cumulative GPA of 2.5 in the following 3000-level Accountancy courses taken at Baruch (minimum of 8 credits must be taken at Baruch)—ACC 3000, 3100, 3200 and 3202. Enrollment in Tax 4309H requires a cumulative 3.5 GPA overall and in ACC 3000, 3100, and 3200 when taken at Baruch.</u>	
	An advanced finance elective (e.g., FIN 3610, Corporate Finance or FIN 3710, Investment Analysis)	3			
Total required in major over base: 24 credits					
Prerequisites	<p>To register for 4000-level non-honors Accountancy courses.— Students who took their first 3000-level accounting course at Baruch in Fall 2006 or thereafter must earn a minimum cumulative GPA of 2.5 in the following 3000-level Accountancy courses taken at Baruch (minimum of 8 credits must be taken at Baruch)—ACC 3000, 3100, 3200 and 3202— Students who took their first 3000-level accounting course prior to Fall 2006 must earn a minimum of 2.0 (C) in each 3000- and 4000- level non-honors accountancy course taken at Baruch (minimum 8 credits) or a 2.5 overall GPA in these courses.</p> <p>Enrollment in Accountancy 5400H and Tax 4309H requires an overall Baruch GPA of 3.5 and a GPA of 3.5 in ACC 3000, 3100, and 3200 when taken at Baruch.</p>				

Rationale: This curriculum revision responds to changes in NY State Education Department regulations concerning eligibility to sit for the CPA exam. The original regulations prescribed 150 hours of coursework to sit for the CPA exam. The current curriculum specifies that some of this coursework be taken only at the graduate level.

Although the recently revised regulations continue to require 150 hours for CPA certification, candidates may now sit for the exam after only 120 hours. In addition, candidates may complete only a subset of the courses required CPA licensure in order to sit for the exam. Advanced accounting and the law of business organizations are not required although these topics ordinarily receive strong exam emphasis. In response, the Accountancy faculty unanimously favors designating auditing, advanced accounting, and the law of business corporations as required courses for all accounting majors. The essential material covered in these courses should benefit both general accounting majors and CPA candidates.

The revision also ensures that all students will complete an upper-level communication intensive course prior to graduation.

All:10.2b. The following revisions are proposed for the BBA in Marketing Management in the Zicklin School of Business

Program: BBA in Marketing Management- Advertising and Communication Track

Program code: 01927

Effective: Fall 2010

FROM: ADVERTISING AND MARKETING					TO: ADVERTISING AND MARKETING COMMUNICATION				

COMMUNICATION TRACK			TRACK		
Course	Description	Crs	Course	Description	Crs
Required Courses (15 credits)			Required Courses (12 credits)		
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 5150	Advertising Campaigns I: Ad Competition	3	MKT 5750	Marketing Strategy	3
MKT 5750	Marketing Strategy	3			
Elective Courses (9 credits)			Elective Courses (12 credits)		
MKT 4120	Media Planning	3	MKT 4120	Media Planning	3
MKT 4130	Copywriting	3	<u>MKT 4131</u>	<u>Persuasive Communication Techniques & Strategies</u>	<u>3</u>
MKT 4555	Internet Marketing	3			
MKT 5151	Advertising Campaigns II: Ad Competition	3	<u>MKT 4171</u>	<u>Public Relations</u>	<u>3</u>
COM 3070	Persuasion	3	<u>MKT 4540</u>	<u>Branding</u>	<u>3</u>
			MKT 4555	Internet Marketing	3
			<u>MKT 4557</u>	<u>Digital Advertising</u>	<u>3</u>
			<u>MKT 4876</u>	<u>Managing Customer Experiences</u>	<u>3</u>
			<u>MKT 5150</u>	<u>Advertising Campaigns I: Ad Competition</u>	<u>3</u>
			MKT 5151	Advertising Campaigns II: Ad Competition	3

The following courses do not count toward 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 credits

ART 3050 Intermediate Graphic Communication: Layout and Pub Design 3 credits

Rationale: MKT 5150 is a required course that is offered only in the Fall semester, and we are proposing that it become an elective. At present, it is difficult for students graduating in the Spring to complete the track requirements because they expect to take this course during their last semester. In addition, MKT 5150 and 5151 are intended to be taken as a 2-semester sequence of courses. Because MKT 5150 is a required course and 5151 is not, many students do not benefit from the sequence, and the varying levels of motivation between students who plan to complete the sequence and those who do not create pedagogical difficulties. With MKT 5150 as an elective, students who are unable to take it will still be able to complete the track requirements.

Two new electives (MKT 4876 and MKT 4557) are being introduced to reflect the changing landscape of the advertising industry. MKT 4876 focuses on how consumers experience brands and marketing communications topics that are on the leading edge of advertising practice. It uses research techniques to understand those experiences. MKT 4557 reflects the emergence of new (digital) advertising media and their increasing importance to marketing communications. MKT 4130 is being expanded in scope to cover a range of persuasive communication techniques including publicity, buzz marketing and guerrilla marketing. Thus MKT 4130 is being dropped. The title of the new course MKT 4131 "Persuasive Communication Techniques and Strategies" reflects the new focus. Also as a result of this change, COM 3070 (Persuasion) is no longer needed and is being dropped from the track.

These changes are needed to include the new elective courses that were approved in the Advertising and Marketing Communications track. MKT 4540 Branding, a useful course for Advertising majors to take, is a new course that was approved earlier this Fall. MKT 4171 Public Relations is an existing course that has not been offered in a long time but is now being revived. It is an obvious choice as an elective for the Ad track.

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

Program: BBA in Marketing Management- General Marketing Track

Program code: 01927

Effective: Fall 2010

FROM: BBA IN MARKETING MANAGEMENT			TO : BBA IN MARKETING MANAGEMENT		
Course	Description	Crs	Course	Description	Crs
Required Courses (12 credits)			Required Courses (12 credits)		
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
Elective Courses (12 credits)			Elective Courses (12 credits)		
MKT 3520	Advertising and Marketing Communications	3	MKT 3520	Advertising and Marketing Communications	3
MKT 4120	Media Planning	3	MKT 4120	Media Planning	3
MKT 4130	Copywriting	3	<u>MKT 4123</u>	<u>Marketing Web Analytics and Intelligence</u>	<u>3</u>
MKT 4151	Direct Marketing I: Strategies and Tactics	3	<u>MKT 4131</u>	<u>Persuasive Techniques Communications & Strategies</u>	<u>3</u>
MKT 4152	Direct Marketing II: Database Marketing; Managing Creative Process	3	MKT 4151	Direct and Interactive Marketing	3
MKT 4401	International Trade Financing	3	MKT 4152	Direct Marketing II: Database Marketing; Managing Creative Process	3
MKT 4410	International Trade Operations	3			
MKT 4420	International Marketing	3	<u>MKT 4171</u>	<u>Public Relations</u>	<u>3</u>
MKT 4460	International Logistics	3	MKT 4401	International Trade Financing	3
MKT 4511	Marketing Channels	3	MKT 4410	International Trade Operations	3
MKT 4520	Green Marketing	3	MKT 4420	International Marketing	3
MKT 4530*	Selected Topics	3	MKT 4460	International Logistics	3
MKT 4540	Branding	3	MKT 4511	Marketing Channels	3
MKT 4555	Internet Marketing	3	MKT 4520	Green Marketing	3
MKT 4560	Entertainment Marketing	3	MKT 4530*	Selected Topics	3
MKT 4700	Business Marketing Management	3	MKT 4540	Branding	3
MKT 4900	Managing Customer Relationships	3	<u>MKT 4557</u>	<u>Digital Advertising</u>	<u>3</u>
MKT 4910	Selling and Sales Management	3	MKT 4555	Internet Marketing	3
MKT 4911	Communication Skills for Selling and Marketing	3	<u>MKT 4876</u>	<u>Managing Customer Experiences</u>	<u>3</u>
MKT 4912	Retailing I: Retail Marketing	3	MKT 4560	Entertainment Marketing	3
MKT 4913	Retailing II: Retail Management and Merchandising	3	MKT 4700	Business Marketing Management	3
MKT 5000	Independent Study	3	MKT 4900	Managing Customer Relationships	3
MKT 5550	Product Planning and Development	3	MKT 4910	Selling and Sales Management	3
			<u>MKT 4966</u>	<u>Social Media Marketing and New</u>	<u>3</u>

IBS 3000	Technology, Innovation, and the Global Enterprise	3		Ventures	
			MKT 4911	Communication Skills for Selling and Marketing	3
ECO 3250**	International Economics	3			
LAW 3111**	Law and International Business	3	MKT 4912	Retailing I: Retail Marketing	3
LAW 3118**	Law of Unfair Competition and Intellectual Property	3	MKT 4913	Retailing II: Retail Management and Merchandising	3
LAW 3106**	Law & Entrepreneurship	3	MKT 5000	Independent Study	3
LAW 3220**	Law and the Entertainment Business	3	MKT 5550	Product Planning and Development	3
MGT 4880**	Management of Multinational Corporations	3	IBS 3000	Technology, Innovation, and the Global Enterprise	3
			ECO 3250**	International Economics	3
			LAW 3111**	Law and International Business	3
			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

* 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: This change is needed to include the new elective courses that were approved in the Marketing track. The Marketing track is a general track and includes all courses offered by the department, so MKT 4123, MKT 4131, MKT 4171, MKT 4557, MKT 4876, and MKT4966 should be included as electives. Students will then be able to earn credit for these courses towards the major even if they are not taking the Advertising track.

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

Program: BBA in Computer Information Systems

Program code: 21849

Effective: Fall 2010

FROM: BBA IN COMPUTER INFORMATION SYSTEMS			TO: BBA IN COMPUTER INFORMATION SYSTEMS		
Course	Description	Crs	Course	Description	Crs
Required Courses (12 credits)			Required Courses (12 credits)		
CIS 3100	Object-Oriented Programming I	3	CIS 3100	Object-Oriented Programming I	3
CIS 3400	Database Management Systems	3	CIS 3400	Database Management Systems	3
CIS 4800	Systems Analysis and Design	3	CIS 4800	Systems Analysis and Design	3
CIS 5800	Information Systems Development Project	3	CIS 5800	Information Systems Development Project	3
Elective Courses (12 credits)			Elective Courses (12 credits)		
CIS 3367	Spreadsheet Applications in Business (formerly Microcomputer Applications in	3	CIS 3367	Spreadsheet Applications in Business (formerly Microcomputer Applications in	3

	Business I)			Business I)	
CIS 3444	e-Business Technologies	3	CIS 3444	e-Business Technologies	3
CIS 3500	Networks and Telecommunications I (formerly CIS 4450)	3	CIS 3500	Networks and Telecommunications I (formerly CIS 4450)	3
CIS 3630	Principles of Web Design (formerly CIS 4630)	3	CIS 3630	Principles of Web Design (formerly CIS 4630)	3
CIS 4100	Object Oriented Programming II	3	CIS 4100	Object Oriented Programming II	3
CIS 4150	Internet Applications Development	3	CIS 4110	Object Oriented Programming II with Java	3
CIS 4350	Computer Control and Audit	3	CIS 4160	Web Applications Development	3
CIS 4400	Database Management Systems II	3	CIS 4350	Computer Control and Audit	3
CIS 4500	Networks and Telecommunications II	3	CIS 4400	Database Management Systems II	3
CIS 4550	Networked Information Systems Security	3	CIS 4500	Networks and Telecommunications II	3
CIS 4610	Expert (Knowledge-Based) Systems and Technologies	3	CIS 4550	Networked Information Systems Security	3
			CIS 4610	Expert (Knowledge-Based) Systems and Technologies	3
CIS 4620	Financial Information Technologies	3			
CIS 4650	Operating Systems Concepts (formerly CIS 3650)	3	CIS 4620	Financial Information Technologies	3
			CIS 4650	Operating Systems Concepts (formerly CIS 3650)	3
CIS 4670	Special Topics in Computer Information Systems	3			
OPR 3300	Quantitative Methods for Accounting	3	CIS 4670	Special Topics in Computer Information Systems	3
OPR 3450	Quantitative Decision Making for Business	3			
			OPR 3300	Quantitative Methods for Accounting	3
			OPR 3450	Quantitative Decision Making for Business	3

Rationale: This change adds recently approved elective courses to the CIS major. This change in the CIS program will apply to all current and future students majoring in CIS regardless of when they declared their major. Although we are removing CIS 4150 from our list of electives, students who have already completed CIS 4150 can use it towards their major.

All:10.5b. New track: Bachelor of Business Administration in Marketing Management in the Zicklin School of Business.

BBA in Digital Marketing

Course	Description	Crs
Required Courses (12 credits)		
MKT 3600	Marketing Research	3
MKT 4123	Marketing Web Analytics and Intelligence	3
MKT 4555	Internet Marketing	3
MKT 5750	Marketing Strategy	3
Additional Required Course (3 credits)		
MKT 3605	Consumer Behavior OR	3
MKT 4700	Business Marketing Management	3
Elective Courses (9 credits)		
Choose three (3) courses (9 credits) from the following, two of which must be marketing (MKT) or international business (IBS) courses.		
MKT 4151	Direct and Interactive Marketing	3

MKT 4557	Digital Advertising	3
MKT 4460	International Supply Chain Management	3
MKT 4966/MGT 4966	Social Media Marketing and New Ventures	3
IBS 3000	Innovation, Technology and the Global Enterprise	3
CIS 3444	e-Business technologies	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

Rationale: As we approach the second decade of the 21st century, consumers and businesses alike have accepted the Internet as an indispensable part of their daily lives. For example, in the last 13 years, electronic commerce, in the United States alone, has grown from a concept to \$250 billion in retail and \$3.5 billion in business-to-business sales, bringing enormous change to business firms, markets and consumer behavior.

Business has entered a revolutionary age of marketing, one in which traditional strategies and rules no longer apply: marketing is now more about conducting conversations to engage prospects with relevant content that will ultimately lead them to take action, rather than pushing messages to convince prospects to take action. Consistent with this message is the rapid formation of communities and social networking sites: Facebook has added over 200 million customers in the last couple of years; search engine optimization has become a multi-billion dollar industry; mobile phone service, with its 3 billion users, is overcoming technical hurdles and starting to tap its massive advertising opportunities associated with context, immediacy, and personalization.

The question becomes: how do we as academics remain relevant and guide our students so they are in a position to lead this market revolution? We believe it starts with a revised curriculum specifically designed for the age of Digital Marketing.

The following recommendations of the Committee on Graduate Curriculum were approved at the Zicklin School of Business Faculty Meetings on February 19, 2009, May 14, 2009, September 2009, and November 2009. These changes are effective as of Fall 2010, pending approval of the Board of Trustees.

All.10.1b. The following revisions are proposed for the MBA in Management (Concentration in Entrepreneurship and Small Business Management) in the Zicklin School of Business

Program: MBA in Management

HEGIS Code: 0506.00

Program Code: 01922

Effective: Fall 2010

FROM: MBA in Management	TO: MBA in Management
Concentration: Entrepreneurship and Small Business Management	Concentration: Entrepreneurship
Course Description Crs	Course Description Crs
Courses in Concentration (12 credits)	Courses in Concentration (12 credits)
Required Course	Required Course

MGT 9960 (formerly MGT 9860)	Entrepreneurial Strategy and Cases	3
Choose Two Courses From:		
MGT 9962 (formerly MGT 9867)	Managing the Family Business	3
MGT 9963 (formerly MGT 9865)	Researching and Developing Entrepreneurial Ventures	3
MGT 9964 (formerly MGT 9861)	Managing the Entrepreneurial Enterprise	3
Choose One Course From:		
ACC 9804	Intermediate Financial Accounting	4
ACC 9806	Financial Statement Analysis and Reporting	3
CIS 9444	E-Business Principles and Technologies	3
FIN 9781	Managerial Finance	3
LAW 9708	Law and E-Business	3
LAW 9800	Intensive Survey of Business Contracts and Law of Corporations	4
MGT 9400	Human Resource Management	3
MGT 9961 (formerly MGT 9862)	Analysis of Entrepreneurial Experiences	3
MGT 9966 (formerly MGT 9866)/ MKT 9781	Internet and Entrepreneurship	3
MKT 9701	Advertising and Marketing Communications	3
MKT 9702	Marketing Research	3
MKT 9716	Consumer Behavior	3
MKT 9750	Marketing Strategy	3

MGT 9960 (formerly MGT 9860)	Entrepreneurial Strategy and Cases	3
Choose Two Courses From:		
MGT 9962 (formerly MGT 9867)	Managing the Family Business	3
MGT 9963 (formerly MGT 9865)	Researching and Developing Entrepreneurial Ventures	3
MGT 9964 (formerly MGT 9861)	Managing the Entrepreneurial Enterprise	3
Choose One Course From:		
ACC 9804	Intermediate Financial Accounting	4
ACC 9806	Financial Statement Analysis and Reporting	3
CIS 9444	E-Business Principles and Technologies	3
<u>FIN 9774</u>	<u>Venture Capital and Entrepreneurial Finance</u>	<u>3</u>
FIN 9781	Managerial Finance	3
<u>FIN 9783</u>	<u>Investment Analysis</u>	<u>3</u>
<u>LAW 9105</u>	<u>Law and Entrepreneurship</u>	<u>3</u>
<u>LAW 9109</u>	<u>Law and the Entertainment Business</u>	<u>3</u>
LAW 9708	Law and E-Business	3
LAW 9800	Intensive Survey of Business Contracts and Law of Corporations	4
MGT 9400	Human Resource Management	3
MGT 9961 (formerly MGT 9862)	Analysis of Entrepreneurial Experiences	3
<u>MGT 9962</u>	<u>Managing the Family Business</u>	<u>3</u>
(formerly MGT 9867)		
<u>MGT 9963</u> (formerly MGT 9865)	<u>Researching and Developing Entrepreneurial Ventures</u>	<u>3</u>
<u>MGT 9964</u> (formerly MGT 9861)	<u>Managing the Entrepreneurial Enterprise</u>	<u>3</u>
MGT 9966 (formerly MGT 9866)/ MKT 9781	Internet and Entrepreneurship	3
<u>MGT 9967</u>	<u>Technology, Innovation and Design in High-Growth Ventures</u>	<u>3</u>
<u>MGT 9968</u> (formerly MGT 9868)	<u>Entrepreneurial Communications: Selling and Negotiating</u>	<u>3</u>
<u>MGT 9969</u>	<u>Social Entrepreneurship: Concepts and Cases</u>	<u>3</u>

	<u>MGT 9970</u>	<u>Entrepreneurship and Community Development</u>	<u>3</u>
	<u>MGT 9971</u>	<u>Women as Entrepreneurial Leaders: Gender Differences</u>	<u>3</u>
	<u>MGT 9975</u> (formerly MGT 9875)/ <u>RES 9980</u>	<u>Real Estate Entrepreneurship</u>	<u>3</u>
	<u>MGT 9979</u> (formerly MGT 9864)	<u>Seminar in Entrepreneurship</u>	<u>3</u>
	<u>MKT 9701</u>	<u>Advertising and Marketing Communications</u>	<u>3</u>
	<u>MKT 9702</u>	<u>Marketing Research</u>	<u>3</u>
	<u>MKT 9716</u>	<u>Consumer Behavior</u>	<u>3</u>
	<u>MKT 9750</u>	<u>Marketing Strategy</u>	<u>3</u>
	<u>MKT 9764</u>	<u>Internet Marketing and Global Business</u>	<u>3</u>
	<u>PAF 9130</u>	<u>Economic Analysis and Public Policy</u>	<u>3</u>
	<u>PAF 9136</u>	<u>Urban Economic Development</u>	<u>3</u>
	<u>PAF 9141</u>	<u>Community Development: History, Present, and Future</u>	<u>3</u>
	<u>PAF 9143</u>	<u>“Greening” and Growing Cities: Sustainability and Public Policy Options</u>	<u>3</u>
	<u>PAF 9150</u>	<u>Introduction to the Nonprofit Sector</u>	<u>3</u>
	<u>PAF 9151</u>	<u>The Administration of Not-for-Profit and Voluntary Organizations</u>	<u>3</u>
	<u>PAF 9152</u>	<u>Fund Raising and Grants Administration in Not-for-Profit and Voluntary Organizations</u>	<u>3</u>
	<u>RES 9776/</u> <u>FIN 9776</u>	<u>Real Estate Finance</u>	<u>3</u>
	<u>RES 9800</u>	<u>Real Estate Valuation and Market Analysis</u>	<u>3</u>
	<u>RES 9850</u>	<u>Real Estate Capital Markets</u>	<u>3</u>

Rationale: The entrepreneurship concentration is an established and growing area of study. We wish to simplify its name and add entrepreneurship electives as well as expand the electives to include courses from other departments within the Zicklin School of Business and across Baruch.

This name change is desired because it is in harmony with various professional organizations and common nomenclature within our field of study. Recently, we have also simplified our nomenclature in all areas from the name of our Lawrence N. Field Center for Entrepreneurship to our new MS in Entrepreneurship degree. The change of name to Entrepreneurship will simply bring the formal name into conformance with our other naming changes.

Within the major, students may now take one of the following three courses in the “choose two courses from” category as an elective: MGT 9962 Managing the Family Business, MGT 9963 Researching and Developing Entrepreneurial Ventures, and MGT 9964 Managing the Entrepreneurial Enterprise.

We are also proposing to expand the electives choices in the major by adding seven additional existing entrepreneurship courses (some recently developed) to the list of choices: MGT 9967 Technology, Innovation and Design in High Growth

Ventures; MGT 9968 Entrepreneurial Communications: Selling and Negotiating; MGT 9969 Social Entrepreneurship: Concepts and Cases; MGT 9970 Entrepreneurship and Community Development; and MGT 9971 Women as Entrepreneurial Leaders: Gender Differences; MGT 9975/RES 9980 Real Estate Entrepreneurship; MGT 9979 Seminar in Entrepreneurship;

Finally, we see the need to include 15 additional electives in other disciplines for our majors to consider. These elective courses will offer more flexibility to our majors as well as offer suggestions to augment their diverse interests in areas such as social entrepreneurship and real estate. The PAF and RES courses had been approved previously by School of Public Affairs faculty and the Department of Real Estate for the MBA. The Department of Management will continue its faculty collaborations with both the School of Public Affairs and Department of Real Estate.

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

Program: MS in Entrepreneurship

HEGIS Code: 0506.00

Program Code: 32946

Effective: Fall 2010

FROM: MS in Entrepreneurship			TO: MS in Entrepreneurship		
Course Description Crs			Course Description Crs		
Courses in Specialization (30 credits)			Courses in Specialization (30 credits)		
Required Courses (15 credits)			Required Courses (15 credits)		
MGT 9960 (formerly MGT 9860)	Entrepreneurial Strategy and Cases	3	MGT 9960 (formerly MGT 9860)	Entrepreneurial Strategy and Cases	3
MGT 9961 (formerly MGT 9862)	Analysis of Entrepreneurial Experiences	3	MGT 9961 (formerly MGT 9862)	Analysis of Entrepreneurial Experiences	3
MGT 9962 (formerly MGT 9867)	Managing the Family Business	3	MGT 9962 (formerly MGT 9867)	Managing the Family Business	3
MGT 9963 (formerly MGT 9865)	Researching and Developing Entrepreneurial Ventures	3	MGT 9963 (formerly MGT 9865)	Researching and Developing Entrepreneurial Ventures	3
MGT 9964 (formerly MGT 9861)	Managing the Entrepreneurial Enterprise	3	MGT 9964 (formerly MGT 9861)	Managing the Entrepreneurial Enterprise	3
Choose Five Courses From (15 credits):			Choose Five Courses From (15 credits):		
CIS 9230	Globalization and Technology	3	CIS 9230	Globalization and Technology	3
FIN 9774	Venture Capital and Entrepreneurial Finance	3	CIS 9444	E-Business Principles and Technologies	3
FIN 9781	Managerial Finance	3	FIN 9774	Venture Capital and Entrepreneurial Finance	3
LAW 9708	Law and E-Business	3	FIN 9781	Managerial Finance	3
MGT 9400	Human Resource Management	3	FIN 9783	Investment Analysis	3
MGT 9490	International Human Resources Management	3	LAW 9708	Law and E-Business	3
MGT 9966 (formerly MGT	Internet and Entrepreneurship	3	MGT 9400	Human Resource Management	3
			MGT 9490	International Human Resources Management	3

9866) /MKT 9781			MGT 9966 (formerly MGT 9866) /MKT 9781	Internet and Entrepreneurship	3
MGT 9968 (formerly MGT 9868)	Entrepreneurial Communications: Selling and Negotiating	3	<u>MGT 9967</u>	<u>Technology, Innovation, and Design in High-Growth Ventures</u>	<u>3</u>
MGT 9975 (formerly MGT 9875) /RES 9980	Real Estate Entrepreneurship	3	MGT 9968 (formerly MGT 9868)	Entrepreneurial Communications: Selling and Negotiating	3
MGT 9979 (formerly MGT 9864)	Seminar in Entrepreneurship	3	<u>MGT 9969</u>	<u>Social Entrepreneurship Concepts and Cases</u>	<u>3</u>
MKT 9701	Advertising and Marketing Communications	3	<u>MGT 9970</u>	<u>Entrepreneurship and Community Development</u>	<u>3</u>
MKT 9750	Marketing Strategy	3	<u>MGT 9971</u>	<u>Women as Entrepreneurial Leaders: Gender Differences</u>	<u>3</u>
MKT 9764	Internet Marketing and Global Business	3	MGT 9975 (formerly MGT 9875) /RES 9980	Real Estate Entrepreneurship	3
			MGT 9979 (formerly MGT 9864)	Seminar in Entrepreneurship	3
			MKT 9701	Advertising and Marketing Communications	3
			MKT 9750	Marketing Strategy	3
			MKT 9764	Internet Marketing and Global Business	3
			<u>PAF 9141</u>	<u>Community Development: History, Present, and Future</u>	<u>3</u>
			<u>PAF 9143</u>	<u>“Greening” and Growing Cities: Sustainability and Public Policy Options</u>	<u>3</u>
			<u>PAF 9150</u>	<u>Introduction to the Nonprofit Sector</u>	<u>3</u>
			<u>PAF 9151</u>	<u>The Administration of Not-for-Profit and Voluntary Organizations</u>	<u>3</u>
			<u>RES 9776/ FIN 9776</u>	<u>Real Estate Finance</u>	<u>3</u>
			<u>RES 9800</u>	<u>Real Estate Valuation and Market Analysis</u>	<u>3</u>
			<u>RES 9850</u>	<u>Real Estate Capital Markets</u>	<u>3</u>

Rationale: Given our recent revisions to our MBA in Management concentration in Entrepreneurship, we have continued to explore the possible expansion of the elective list in our newly offered MS in Entrepreneurship. The reasons to add electives are twofold; that is, to allow flexibility for the student and to allow the student to build a depth of course work in a particular area such as marketing or sustainability, or add more depth to entrepreneurship itself.

Thus, we have chosen 13 additional electives or a doubling of available elective courses to 26 in total. Even so, this expanded list contains approximately one third fewer courses than our elective list for our current MBA students, and yet the MS students must take at least five electives out of these 26 choices.

We have added one CIS and one FIN elective as well as four new Entrepreneurship electives. In addition, we chose four PAF courses and three RES courses as electives, all of which are also on our MBA elective list. The four PAF courses and three RES courses had been approved previously by School of Public Affairs faculty and the Department of Real Estate for the MBA. The Department of Management will continue its faculty collaborations with both the School of Public Affairs and Department of Real Estate.

All.10.3b. The following revisions are 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 2010

FROM: MS in Marketing			TO: MS in Marketing		
Course Description Crs			Course Description Crs		
<p>The MS program in marketing allows students to focus specifically on marketing and marketing-related areas. Students in the program are required to take a minimum of 30 credits. This is in contrast to an MBA program, which requires more credits, including a number of courses spanning all areas of business for a broader background.</p> <p>All MS students take the four required courses (12 credits) listed below. Beyond that, students design their own program by taking six additional courses from any offered by the Department of Marketing and International Business (MKT), including IBS 9760.</p>			<p>The MS program in marketing allows students to focus specifically on marketing and marketing-related areas. Students in the program are required to take a minimum of 30 credits. This is in contrast to an MBA program, which requires more credits, including a number of courses spanning all areas of business for a broader background.</p> <p>All MS students take the four required courses (12 credits) listed below. Beyond that, students design their own program by taking six additional courses from any offered by the Department of Marketing and International Business (MKT and IBS courses).</p>		
Courses in Specialization (30 credits)			Courses in Specialization (30 credits)		
Required Courses (12 credits)			Required Courses (12 credits)		
MKT 9702	Marketing Research	3	MKT 9702	Marketing Research	3
MKT 9703	Marketing Management	3	MKT 9703	Marketing Management	3
MKT 9716	Consumer Behavior	3	MKT 9716	Consumer Behavior	3
MKT 9750	Marketing Strategy	3	MKT 9750	Marketing Strategy	3
<p>Students who completed any of the above four courses on the undergraduate level with grades of B or better may substitute other marketing electives for these required courses.</p>			<p>Elective Courses (18 credits)</p> <p>Choose any six 9000-level courses in the Department of Marketing and International Business, including IBS 9760.</p>		
Elective Courses (18 credits)*					
<p>Choose any six courses in the Department of Marketing and International Business, including IBS 9760.</p> <p>Students with an interest in e-commerce should consider including the following courses in their program:</p>					
CIS 9444	E-Business Principles and Technologies	3			
MKT 9764	Internet Marketing and Global Business	3			
MKT 9780	Interactive Internet Marketing	3			
MKT 9781 (MGT 9966)	Internet and Entrepreneurship	3			
<p>Students with an interest in international marketing should consider including the following courses in their program:</p>					
IBS 9760	International Business Analysis	3			
MKT 9763	International Trade Operations	3			
MKT 9766	International Marketing Management	3			

Additionally, students should consider the following:		
FIN 9788	International Corporate Finance	3
IBS 9767	Foreign Markets, Cultures, and Regimes	3
IBS 9768	Advanced Topics in International Business	3
IBS 9769	International Business Strategy	3
LAW 9740	International Trade and Investment Law	3
MKT 9761	International Commodity Trading	3
MKT 9764	Internet Marketing and Global Business	3
MKT 9765	Comparative Marketing Systems	3
MKT 9774	International Logistics	3
Students with an interest in marketing research should consider including the following courses in their program:		
STA 9708	Applied Statistical Analysis for Business Decisions	3
STA 9700	Modern Regression Analysis	
or		
STA 9000	Regression and Forecasting Models for Business Applications	3
STA 9705	Multivariate Statistical Analysis	3
STA 9710	Statistical Methods in Sampling and Auditing	3
STA 9750 (OPR 9750)	Basic Software Tools for Data Analysis	3
PSY 9753	Attitude and Attitude Change	3
PSY 9760	Psychometric Methods	3
COM 9635	Research Methods in Corporate Communication	3
COM 9640	Qualitative Research Methods	3
*Students interested in e-commerce, international marketing, or marketing research may substitute the suggested non-marketing courses indicated above for marketing courses in consultation with a department advisor. Registration for courses designated "PSY" and "COM" also require approval from the Weissman School of Arts and Sciences.		

Rationale: Students will no longer be able to waive a required course based on a course taken at the undergraduate level. Experience has shown that taking a required course at the undergraduate level is not adequate preparation for a graduate level advanced elective, because the pedagogical methods and depth of analysis at the graduate level are vastly different. This change will avoid situations where students lack the preparation and understanding required to comprehend material and participate in class discussions in advanced elective courses.

In the sentence, "Choose any six courses in the Department of Marketing and International Business," the specific reference to IBS 9760 has been deleted as it is understood to be included. In addition, the list of electives has been deleted as this list now includes MKT and IBS courses only.

Section AIV: New Courses

AIV:10.1b. Department of Marketing and International Business

Course Number: MKT 4123

Title: Marketing Web Analytics and Intelligence

Hours: 3

Credits: 3

Pre-requisite: MKT 4555

Course Description: This course explores the impending revolution in digital analytics, one that has the potential to change both the Web analytics and business intelligence fields. Students will study new approaches toward customer intelligence that leverage all available data, not just data that is most convenient to access given the available tools. Finally, students will investigate how digital analytics can take a greater role in business decision-making in the future. Specifically students will gain an understanding of the strategic and operational aspects of Web analytics' tools and technologies, of how Web analytics can influence and create new marketing levers, and of how new marketing levers impact customer relationships, brand response, and potentially, sales.

Rationale: Forrester Research estimates that the market for Web analytics will be roughly \$431 million in the US in 2009, growing at a rate of 17 percent between now and 2014. Today, a majority of companies are dramatically under-invested in analyzing data flowing from digital channels. Even when business managers have committed money to measurement technology, they usually fail to apply commensurate resources and effort to make the technology work for their business. Instead, most organizations focus too much on generating reports and too little on producing true insights and recommendations, opting for what is easy, not for what is valuable to the business. The course is a required course in the digital marketing track and may be taken as an elective in market management and advertising and communication tracks in marketing. The course will be offered at least once per year with a projected enrollment of 20 students.

AIV: 10.2b. Department of Marketing and International Business

Course Number: MKT 4557

Title: Digital Advertising

Hours: 3

Credits: 3

Pre-requisite: MKT 4555

Course Description: This course provides a comprehensive overview of the key elements of digital advertising campaigns. The Internet, Social Media, and Mobile Devices will be explored as primary digital advertising channels. Upon completion of this course, students for each digital channel will be able to create programs that leverage consumer behavior to achieve advertising objectives, understand the best practices of creating compelling digital advertising campaigns from both creative and media perspectives, and perform campaign tracking and analysis for a digital advertising campaign.

Rationale: According to Joe Plummer, the Chief Research Officer at the Advertising Research Foundation and previous vice president for McCann-Erickson WorldGroup, most Internet advertising campaigns are based on hunches and guesswork, because there has not been a standard resource that marketers can turn to for research-backed, trustworthy advice. Using benchmarks developed by Dr. Plummer, this course will serve as a goto resource for students in the following areas: reaching customers with relevant advertising; designing effective on-line ads; budgeting online advertising, and reducing the risks of under-allocating; integrating online advertising with the "traditional" parts of a campaign; achieving marketing objectives – from lead generation to retention and loyalty; and measuring the effectiveness of Internet ads and campaigns. The course is an elective in the digital marketing track and may be taken as an elective in market management and advertising and communication tracks in marketing. The course will be offered once per year with a projected enrollment of 20 students.

AIV:10.3b. Department of Marketing and International Business

Course Number: MKT 4876

Title: Managing Customer Experiences

Hours: 3

Credits: 3

Pre-requisites: MKT 3600 and MKT 3520

Course Description: Students will learn how account planners at advertising agencies, client marketing departments, direct marketing agencies, design consultancies, PR firms, and media independents, manage customer experiences. More specifically, they will learn how to: gather, distill, and synthesize information available in the public domain about trends and social movements that might help brands succeed; moderate focus groups and conduct ethnographic interviews with target consumers, putting themselves in the customer's shoes, seeing the world from their perspectives, and giving them the authority to speak on the customer's behalf; write a creative brief that inspires new ideas to help brands succeed; work with creative people to help bring those ideas to life in a way that will break through the clutter of competing messages in the marketplace; develop those ideas further in creative development focus groups or one-on-one interviews; measure whether or not the messages do in fact break through the clutter and register with target consumers; monitor and assess the effects of messages in the marketplace; and modify communication strategy to keep pace with a rapidly changing world.

Rationale: Consumers experience products and services in various ways. They use products and services, and see and hear advertising for them on TV and radio and in magazines and newspapers. Consumers also experience products and services via countless other online and offline channels, including computers and cell phones. They may even talk to friends and relatives about products and services. All of these experiences affect how consumers feel about brands of products and services and whether they will be predisposed to buy them, use them, repurchase them, and make them a part of their lives. Consequently, there is a need for students to understand the way account planners at advertising agencies, and other marketing communication firms and departments, manage these customer experiences to help brands succeed in the marketplace. The course will be offered once per year with a projected enrollment of 20 students.

AIV:10.4b. Department of Marketing and International Business

Course Number: MKT 4966

Title: Social Media Marketing and New Ventures

Hours: 3

Credits: 3

Pre-requisite: MKT 4555

Course Description: The objective of this course is to provide students with the requisite skills to understand and be able to identify business creation and marketing opportunities associated with the emerging social media. Similar to the real world business development process, this course is an eclectic combination of a variety of academic disciplines, including small business studies, entrepreneurship, marketing, finance, computer information systems and political science. Specifically, the course is designed to have students understand the emerging social media "ecosystem" and how the social media phenomenon relates to business. Students will be able to define how social networking transforms their personal and professional relationships and ultimately answer the question: "So what can this social media stuff do for me?" To answer this question, students will learn the basic working of a business plan and be able to apply it to a social media new venture opportunity.

Rationale: Few would argue against the assertion that people in all demographics and regions of the world are more connected than ever before to the products, issues, places, and individuals in their lives, and that this connectivity is dramatically reducing the cost of doing business. In a recent book, Clara Shih asserts that online social networks are fundamentally changing the way we live, work, and interact. They offer businesses immense opportunities to transform customer relationships for profit, opportunities that touch virtually every business function, from sales and marketing to recruiting, from collaboration to executive decision-making, from product development to innovation. More specifically, we explore how social media broadly defined (Facebook, Twitter, Myspace, blogs, you-tube, pod-casts, I-phones-APPs, RSS, etc.) are creating new business opportunities by dramatically reducing barriers to entry in both the mobile and virtual worlds. As an undergraduate-level marketing and/or management course, this course is designed to appeal to a variety of audiences. The course may be taken as an elective within the digital marketing track or as an elective in a variety of other programs, including entrepreneurship, market management and

advertising and communication tracks in marketing, etc. The course will be offered once per year with a projected enrollment of 20 students.

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

Course Number: CIS 4110

Title: Object-Oriented Programming II with Java

Hours: 3

Credits: 3

Pre-requisite: CIS 3100

Course Description: This is the second course in a two-course sequence in object-oriented programming. This course covers advanced programming constructs needed to implement object hierarchies. Topics include classes, objects, inheritance, polymorphism, searching, sorting, data structures, file, streams, and exception handling. Students will be required to write several programs using these concepts.

Rationale: This course gives students flexibility to choose a different programming language from what we currently offer. Students may take this course in lieu of CIS 4100 Object-Oriented Programming II in C++. This course is similar in concept to CIS 4100 but uses Java instead of C++. This course will be offered once per year with a projected enrollment of 30 students. It may be used as an elective for the major.

AIV: 10.6b. Zicklin School of Business

Course Number: Business 3004/3005/3006

Title: Business Internship

Hours: Ten hours per week

Credit: 1

Pre-requisites: Business 3001, 3002 and 3003

Students must work a minimum of ten hours per week for 15 weeks related to the area of their major specialization. One credit each up to a maximum of three credits may be taken. Permission will be granted only when students have completed BUS 3001/3002/3003 and subsequently switch to a new major. Grades will be on Pass/Fail basis. No more than three semesters of one-credit internships may be taken in any one major, and no more than six credits of any internship credit may be taken.

Rationale: Students who have already completed BUS 3001, 3002 and 3003, and who change their majors, may pursue an internship experience in their new major. No more than six (6) credits of ANY internship coursework may be taken.

AIV.10.1b. Department of Marketing and International Business

Course Number: IBS 9761

Title: Emerging Markets and the International Business Environment

Hours: 3.0

Credits: 3.0

Prerequisite: None

Course Description: The rise of emerging markets is changing the world of international business and raises distinctive challenges and opportunities for companies. This course addresses these changes from the perspective of foreign firms entering emerging markets, therefore examining the distinctive business environments of emerging markets and analyzing the strategic options for responding to these effectively. Also, this course considers firms originating in emerging markets, examining their nature, and their impact on the international business environment and on international competition. Differences between emerging markets are explored, with an emphasis on understanding how political systems, market size, and resource availability influence the types of opportunities available.

Rationale: The size and influence of emerging markets is rapidly changing the field of international business. This course permits students to study this topic in depth, and helps students understand the strategic implications for firms in both the developed world and in emerging markets. The course is expected to be offered at least once a year, and is expected to enroll approximately 30 students. It is an elective choice for students in the MBA and MS in marketing programs, and a general elective for MBA students who are non-marketing majors. A proposal to formally add the course as an elective choice for students in the MBA in International Business program is pending.

AIV:10.2b. Department of Marketing and International Business

Course Number: MKT 9724

Title: Entertainment Marketing

Hours: 3.0

Credits: 3.0

Pre- or corequisite: MKT 9703

Course Description: This is a specialty marketing course designed to provide students with a framework for understanding the dynamics of marketing major sectors within the entertainment industry. The focus is on understanding the development and application of marketing strategies and tactics for entertainment companies competing for a share of the consumer's discretionary spending. The course will cover recent activities including mergers and acquisitions in those key sectors of the entertainment: movies, television, cable, theater, publishing, and sports venues. The course will explore marketing techniques that apply across the entertainment companies, including licensing, sponsorships, and promotion. Case studies and project work will be included.

Rationale: Entertainment is a \$500-billion industry that reaches into every corner of human life. For those in the entertainment business, competitors range from athletes to casinos, Disney to Sony, Harry Potter to the Dixie Chicks. New York, in particular, is one the major centers of entertainment marketing in the world. The course offers insights into the marketing of film, video, broadcast, cable, radio, music, print, games, sports, travel, theme parks, among others. Through a combination of lectures, individual assignments, and projects, the course seeks to give students an understanding of how marketers differentiate their product and find their market in this incredibly complex and competitive marketplace. The course is expected to be offered at least once a year, and is expected to enroll approximately 30 students. It is an elective choice for students in the MBA and MS in marketing programs, and a general elective for MBA students who are non-marketing majors.

Section AV: Changes in Existing Courses

AV: Changes in Course Number, Title, Description, Credits, Hours, Co- or Prerequisites

AV:10.1b. Change in Course Number, Title and Description

FROM: MKT 4130 Copywriting		TO: MKT 4131 Persuasive Communication Techniques and Strategies	
Description	A workshop designed to develop the student's skills in preparing effective copy for advertising and other kinds of promotions. The course includes basic copywriting techniques, copy themes, organization of ideas, and effective choice of words. The	Description	This course is workshop designed to develop and enhance the student's creative thinking and persuasive communication skills as applied to: advertising and other promotional tools, buzz marketing, guerrilla advertising, public relations, and publicity.

	interdependence of copy and layout design are emphasized so that students may develop the sound judgment and creative skills needed to become professional copywriters and/or evaluate copy written by others.		The course includes hands-on individual and group exercises relating to persuasive communication techniques and their application to communication strategies. Besides written creative skills, the course will also emphasize the connection between copy and visual design in order to give students proficiency in making sound creative judgments. The skills developed in this class can be applied at an advertising agency or in the marketing department of any organization.
Prerequisites	MKT 3000 and 3520 or equivalent	Prerequisites	MKT 3000 and 3520 or equivalent

Rationale: Copywriting, MKT 4130, in its present form is an important creative copywriting training ground. However, we believe that this course can and should do more. In order to provide Baruch students with a well-rounded course that covers multiple aspects of persuasive communication techniques and strategies, the MKT 4130 course needs to be enhanced to include practical, hands-on instruction in public relations and publicity materials creation, buzz marketing and guerrilla advertising – in addition to a foundation of creative writing skills (copywriting).

The advertising agency business is undergoing changes as clients' mindsets and priorities are changing. There are increased cost pressures that are transmitted from client to agency that virtually force change from hugely expensive TV commercials (for example) to methods that are more cost-effective, more sales-effective and more persuasive for consumers – namely, to public relations and publicity, buzz marketing, and guerrilla advertising. These multiple skill sets would provide students with valuable insights and abilities to tackle marketing scenarios from various angles. These skills could be applied across a wide range of functions throughout the organization, such as advertising, brand management, strategic planning, account management, public relations and publicity. The course will be offered once per year with a projected enrollment of 20 students.

AV:10.2b. Change in Course Title and Description

FROM: MKT 4151 Direct Marketing I: Strategies and Tactics		TO: MKT 4151 <u>Direct and Interactive Marketing</u>	
Description	This course examines in depth the specialized areas of knowledge relating to direct mail and other direct response media. It stresses the creation, production, and testing of direct response advertising and gives the student practical experience in the development of a complete direct mail and direct response media campaign and in the preparation of mail order catalogues.	Description	<u>This course examines in depth the specialized areas of knowledge relating to direct mail and other direct response media, including email. It stresses the creation, production, and testing of direct response advertising, and gives the student practical experience in the development of a complete direct mail and direct response media campaign and in the preparation of mail catalogs.</u>
Prerequisites	MKT 3000 and MKT 3520 or equivalent.	Prerequisites	MKT 3000 and MKT 3520 or equivalent.

Rationale: This name change is desired because of the advent of the Internet. The scope and nature of direct marketing campaigns has expanded beyond mail to include email marketing. This type of marketing is now referred to as “Direct and Interactive Marketing.” The change in the title of the course is intended to reflect the current parlance in the field.

AV:10.3b. Change in Course Number

FROM			TO		
Course	Description	Crs	Course	Description	Crs
MKT 4520	Green Marketing	3	MKT <u>4523</u>	Green Marketing	3

Rationale: MKT 4520 has already been used for Promotional Strategy for Marketing Managers.

AV:10.4b. Change in Course Prerequisite

FROM: CIS 4350 Computer Control and Audit		TO: CIS 4350 Computer Control and Audit	
Prerequisites	CIS 3400. For accounting majors only: ACC 3100, ACC 3200 and ACC 3202, and a minimum overall GPA of 2.5 in all 3000-level accounting courses taken at Baruch. Note: a minimum of 8 credits of 3000-level accounting courses must be taken at Baruch College. (Effective Fall 2006, for students who take their first 3000-level accounting course in Fall 2006 or thereafter.	Prerequisites	<u>CIS 3367 or CIS 3400 or ACC 3100 or ACC 3200</u>

Rationale: The current statement of prerequisites is not clear enough and resulted in registration challenges. CIS majors who take this course can leverage their background from CIS 3367 or CIS 3400 to learn computer control and audit.

AV:10.5b. Change in Course Prerequisite

FROM: CIS 4550 Networked Information Systems Security		TO: CIS 4550 Networked Information Systems Security	
Prerequisites	<u>CIS 4450.</u>	Prerequisites	<u>CIS 3500.</u>

Rationale: CIS 4450 was renamed as CIS 3500 last year due to changes in its prerequisites.

Section AV: Changes in Existing Courses

AV.10.1b. Change in Pre-corequisite

FROM: MGT 9962 (formerly MGT 9867) Managing the Family Business		TO: MGT 9962 (formerly MGT 9867) Managing the Family Business	
Prerequisite	MGT 9960 (formerly MGT 9860)	Pre- or corequisite	MGT 9960 (formerly MGT 9860)

Rationale: Given our recent revisions to our MBA in Management concentration in Entrepreneurship, we would like to make our beginning required course MGT 9960 (formerly MGT 9860) Entrepreneurial Strategies and Cases the “pre- or co-requisite” for all other courses within the required section of the major. All required courses except MGT 9962 Managing the Family Business currently have this, while MGT 9962 currently has only a “prerequisite” of MGT 9960. Therefore, we would like to add “co-requisite.”

Section AVI:10.1b. Courses Withdrawn

MKT 4130 Copywriting

"A workshop designed to develop the student's skills in preparing effective copy for advertising and other kinds of promotions. The course includes basic copywriting techniques, copy themes, organization of ideas, and effective choice of words. The interdependence of copy and layout design are emphasized so that students may develop the sound judgment and creative skills needed to become professional copywriters and/or evaluate copy written by others." 3 hours; 3 credits Pre or Co prerequisites: MKT 3000 and 3520 or equivalent.

Rationale: Copywriting, MKT 4130, is being replaced by MKT4131 Persuasive Communication Techniques and Strategies because the latter is a more comprehensive course and focuses on more relevant topics, such as, advertising and other promotional tools, buzz marketing, guerrilla advertising, public relations, and publicity. To avoid confusion and future problems associated with transfer of credits from other colleges, MKT 4130 is being removed from the catalogue. Students who had previously taken MKT 4130 at Baruch can use it to fulfill the degree requirements that were in place at the time that they took the course.