

January 2012

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 Mildred and George Weissman School of Arts and Sciences Faculty Meeting on December 14, 2011, effective the Fall 2012 semester, pending approval of the Board of Trustees.

Section AIII: Changes in Degree Programs

AIII.10.1a. HAS BEEN REMOVED AT THE REQUEST OF THE ACADEMIC REVIEWER.

AIII:10.2a. The following revisions are proposed for the Master of Science in Financial Engineering

Program: MS in Financial Engineering

Program Code: 24276

HEGIS Code: 1703.00

Effective: Fall 2012

From: MS in Financial Engineering			To: MS in Financial Engineering		
<p>The Baruch College Financial Engineering MS Program is a professional Masters Program that graduates competitive, high-quality individuals who successfully pursue careers in quantitative finance.</p> <p>The Master of Science in Financial Engineering (MFE) consists of twelve 3-credit courses, for a total of 36 credits. Seven of these courses are required courses and five are to be chosen from a group of electives. Students entering the program with exceptional mathematical or financial skills may be permitted to replace one or more of the required courses with additional electives.</p> <p>The curriculum of the MFE Program is designed to provide students with the background required for modeling and solving problems that arise in the financial services industry across various markets and asset classes. All courses are offered in the evening to accommodate students with work commitments.</p>			<p>The Baruch College Financial Engineering MS Program is a professional Masters Program that graduates competitive, high-quality individuals who successfully pursue careers in quantitative finance.</p> <p>The Master of Science in Financial Engineering (MFE) <u>requires the completion of 36 credits, including seven 3-credit required courses. The remaining 15 credits are to be completed from elective courses.</u> Students entering the program with exceptional mathematical or financial skills may be permitted to replace one or more of the required courses with additional electives.</p> <p>The curriculum of the MFE Program is designed to provide students with the background required for modeling and solving problems that arise in the financial services industry across various markets and asset classes. All courses are offered in the evening to accommodate students with work commitments.</p>		
Courses in Specialization (36 credits)			Courses in Specialization (36 credits)		
Course	Description	Crs	Course	Description	Crs
Required Courses (21 credits)			Required Courses (21 credits)		

MTH 9814	A Quantitative Introduction to Pricing Financial Instruments	3	MTH 9814	A Quantitative Introduction to Pricing Financial Instruments	3
MTH 9815	Object Oriented Programming for Financial Applications	3	MTH 9815	Object Oriented Programming for Financial Applications	3
MTH 9821	Numerical Methods for Finance I	3	MTH 9821	Numerical Methods for Finance I	3
MTH 9831	Probability and Stochastic Processes for Finance I	3	MTH 9831	Probability and Stochastic Processes for Finance I	3
MTH 9852	Numerical Methods for Finance II		MTH 9852	Numerical Methods for Finance II	3
MTH 9862	Probability and Stochastic Processes for Finance II	3	MTH 9862	Probability and Stochastic Processes for Finance II	3
MTH 9903	Capstone Project and Presentation	3	MTH 9903	Capstone Project and Presentation	3
Electives Courses (15 credits)			Elective Courses (15 credits)		
Select five courses from the following:			Select five courses from the following:		
MTH 9841	Statistics for Finance	3	MTH 9841	Statistics for Finance	3
MTH 9842	Linear and Quadratic Optimization Techniques	3	MTH 9842	Linear and Quadratic Optimization Techniques	1.5
MTH 9845	Market and Credit Risk Management	3	MTH 9845	Market and Credit Risk Management	3
MTH 9848	Elements of Structured Finance	3	MTH 9848	Elements of Structured Finance	3
MTH 9849	Deal Theory and Structured Analysis	3	MTH 9849	Deal Theory and Structured Analysis	3
MTH 9865	Commodities and Futures Trading	3	MTH 9865	Commodities and Futures Trading	1.5
MTH 9867	Time Series Analysis and Algorithmic Trading	3	MTH 9867	Time Series Analysis and Algorithmic Trading	3
MTH 9868	Advanced Risk and Portfolio Management	3	MTH 9868	Advanced Risk and Portfolio Management	3
MTH 9871	Advanced Computational Methods in Finance	3	MTH 9871	Advanced Computational Methods in Finance	3
MTH 9873	Interest Rate Models and Interest Rate Derivatives	3	MTH 9873	Interest Rate Models and Interest Rate Derivatives	3
MTH 9875	The Volatility Surface	3	MTH 9875	The Volatility Surface	3
MTH 9879	Market Microstructure Models	3	MTH 9879	Market Microstructure Models	3
MTH 9881	Current Topics in Mathematical Finance	3	MTH 9881	Current Topics in Mathematical Finance	3
ECO 82100	(Term I) Econometrics I	3	MTH 9882	Fixed Income Risk Management	1.5
ECO 82100	(Term II) Financial Econometrics	3	MTH 9883	Structured Security Valuation in the Primary Market	1.5
FIN 9770	Financial Markets and Institutions	3	MTH 9884	Machine Learning	1.5
FIN 9782	Futures and Forward Markets	3	MTH 9891	Introduction to Applied Financial	1.5

				<u>Econometrics</u>	
FIN 9783	Investment Analysis	3	<u>MTH 9893</u>	<u>Time Series Analysis</u>	<u>1.5</u>
FIN 9786	International Financial Markets	3	<u>MTH 9894</u>	<u>Algorithmic Trading</u>	<u>1.5</u>
FIN 9790	Seminar in Finance	3	<u>MTH 9896</u>	<u>Behavioral Finance</u>	<u>1.5</u>
FIN 9793	Advanced Investment Analysis	3	ECO 82100	(Term I) Econometrics I	3
FIN 9797	Options Markets	3	ECO 82100	(Term II) Financial Econometrics	3
STA 9700	Applied Regression Analysis	3	FIN 9770	Financial Markets and Institutions	3
STA 9701	Time Series: Forecasting and Statistical Modeling	3	FIN 9782	Futures and Forward Markets	3
			FIN 9783	Investment Analysis	3
			FIN 9786	International Financial Markets	3
			FIN 9790	Seminar in Finance	3
			FIN 9793	Advanced Investment Analysis	3
			FIN 9797	Options Markets	3
			STA 9700	Applied Regression Analysis	3
			STA 9701	Time Series: Forecasting and Statistical Modeling	3

Rationale: In response to new areas of interest and specialization in financial engineering, we will introduce five new elective courses (all of them on a 7 week schedule for 1.5 credits). To make the curriculum more flexible, we will split one 14-week 3-credit course into two 7-week 1.5-credit courses, and change two 14-week 3-credit elective courses to 7 week 1.5 credits.

The following recommendations of the Committee on Undergraduate Curriculum were approved at the Zicklin School of Business Faculty Meeting on November 17, 2011 effective the Fall 2012 semester, pending approval of the Board of Trustees.

All:10.1b. The following revisions are proposed for the BBA degree in Entrepreneurship in the Zicklin School of Business

Program: BBA in Entrepreneurship

HEGIS Code: 0506.00

Program Code: 21877

Effective: Fall 2012

From:	BBA in Entrepreneurship		To:	BBA in Entrepreneurship	
Course	Description	Crs	Course	Description	
Required Courses		12	Required Courses		Crs
MGT 3960 (3860)	Entrepreneurship Management	3	MGT 3960 (3860)	Entrepreneurship Management	12
MGT 4961 (4862)	Entrepreneurial Experiences	3	MGT 4961 (4862)	Entrepreneurial Experiences	3

MGT 4962 (4867)	Family Business Management	3	MGT 4962 (4867)	Family Business Management	3
MGT 4963 (4861)	Entrepreneurial Start-ups	3	MGT 4963 (4861)	Entrepreneurial Start-ups	3
Choose four courses from:			Choose four courses from:		
Students must take 4 courses from this list:			(In the event that a course is unavailable, contact a faculty advisor to secure approval for a substitution.)		
CIS 3444	e-Business Technologies		CIS 3444	e-Business Technologies	
FIN 3610	Corporate Finance	3	FIN 3610	Corporate Finance	3
FIN 3620	Financial Management for Small Business and Entrepreneurs	3	FIN 3620	Financial Management for Small Business and Entrepreneurs	3
LAW 3102	The Law of Business Organizations	3	LAW 3102	The Law of Business Organizations	3
LAW 3106	Law and Entrepreneurship	3	LAW 3106	Law and Entrepreneurship	3
LAW 3302	The Law of Real Estate Transactions II	3	LAW 3302	The Law of Real Estate Transactions II	3
MGT 3300	Management: A Behavioral Approach	3	LAW 3400	Law, Business and Sustainability	3
MGT 4400	Human Resource Management	3	MGT 3300	Management: A Behavioral Approach	3
MGT 4420	The Management of Compensation	3	MGT 4400	Human Resource Management	3
MGT 4965	Leadership Development and Entrepreneurial Applications	3	MGT 4420	The Management of Compensation	3
MGT 4966 /MKT 4966	Social Media Marketing and New Ventures	3	MGT 4965	Leadership Development and Entrepreneurial Applications	3
MGT 4967	Technology, Innovation, and Design in Entrepreneurship	3	MGT 4966	Social Business: Social Networking for Entrepreneurs	3
MGT 4968	Critical Conversations for Entrepreneurs: Selling and Negotiating	3	MGT 4967	Technology, Innovation, and Design in Entrepreneurship	3
MGT 4969 (4864)	Social Entrepreneurship	3	MGT 4968	Critical Conversations for Entrepreneurs: Selling and Negotiating	3
MGT 4970	Creating Entrepreneurial Communities	3	MGT 4969 (4864)	Social Entrepreneurship	3
MGT 4971	Women and Entrepreneurship	3	MGT 4970	Creating Entrepreneurial Communities	3
MGT 4978 (4863)	Intrapreneurship: Managing Ventures Within the Corporation	3	MGT 4971	Women and Entrepreneurship	3
MKT 3400	International Business Principles	3	MGT 4978 (4863)	Intrapreneurship: Managing Ventures Within the Corporation	3
MKT 3600	Marketing Research	3	MKT 3400	International Business Principles	3
MKT 3605	Consumer Behavior	3	MKT 3600	Marketing Research	3
MKT 4151	Direct Marketing I: Strategies	3	MKT 3605	Consumer Behavior	3

	and Tactics				
MKT 4152	Direct Marketing II: Marketing and Managing the Creative Process	3	MKT 4151	Direct and Interactive Marketing	3
MKT 4401	International Trade Financing	3	MKT 4152	Direct Marketing II: Marketing and Managing the Creative Process	3
MKT 4511	Marketing channels	3	MKT 4401	International Trade Financing	3
MKT 4555	Internet Marketing	3	MKT 4511	Marketing Channels	3
MKT 4700	Business Marketing Management	3	MKT 4555	Internet Marketing	3
MKT 4910	Selling and Sales Management	3	MKT 4700	Business Marketing Management	3
MKT 4912	Retail I : Retailing Marketing	3	MKT 4910	Selling and Sales Management	3
PAF 3015	Qualitative Studies of Communities	3	MKT 4912	Retail I : Retailing Marketing	3
PAF 3040	Information and Society	3	PAF 3015	Qualitative Studies of Communities	3
PAF 3102	Economic Analysis and Public Policy	3	PAF 3040	Information and Society	3
PAF 3601	Programs, Policy and Evaluation Research	3	PAF 3102	Economic Analysis and Public Policy	3
PAF 3701 (RES 3650)	Public Regulation of Land Use	3	PAF 3601	Programs, Policy and Evaluation Research	3
PAF 4250 (RES 4650)	Nonprofit Housing Development	3	PAF 3701 (RES 3650)	Public Regulation of Land Use	3
RES 3000 (LAW 3301)	Real Estate Law and Institutions	3	PAF 4250 (RES 4650)	Nonprofit Housing Development	3
RES 3200	Property Investment and Financing	3	RES 3000 (LAW 3301)	Real Estate Law and Institutions	3
RES 3300	Real Estate Valuation and Feasibility Study	3	RES 3200	Property Investment and Financing	3
RES 3400	Real Estate Capital Markets	3	RES 3300	Real Estate Valuation and Feasibility Study	3
RES 3550	Analytical Skills in Real Estate	3	RES 3400	Real Estate Capital Markets	3
RES 3700	Real Estate Management	3	RES 3550	Analytical Skills in Real Estate	3
		3	RES 3700	Real Estate Management	3

Rationale: The changes in description and cross listing of MGT 4966 are described below.

We are adding one additional new elective course: LAW 3400 Law, Business and Sustainability. This new elective will offer more flexibility and diversity to our major. This course has been requested as an elective by a number of our majors.

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

Program: BBA in International Business

HEGIS Code: 0513.00

Program Code: 32810

Effective: Fall 2012

From	BBA in International Business	To		BBA in International Business	
Course	Description	Crs	Course	Description	Crs
Required Courses		12	Required Courses		12
MKT 3400	International Business Principles	3	MKT 3400	International Business Principles	3
IBS 4200	Foreign Markets, Cultures, and Institutions	3	IBS 4200	Foreign Markets, Cultures, and Institutions	3
MGT 4880	Management of Multinational Corporations	3	MGT 4880	Management of Multinational Corporations	3
IBS 5750	International Competitiveness	3	IBS 5750	International Competitiveness	3
Choose three courses from:		9	Choose three courses from:		9
Three additional courses to be chosen from the following			Three additional courses to be chosen from the following		
MKT 4410	International Trade Operations	3	MKT 4410	International Trade Operations	3
MKT 4460	International Supply Chain Management	3	MKT 4460	International Supply Chain Management	3
COM 3069	Intercultural Communications	3	COM 3069	Intercultural Communications	3
LAW 3111	Law and International Business	3	LAW 3111	Law and International Business	3
POL 3344	International Organizations	3	POL 3344	International Organizations	3
IBS 3000	Innovation, Technology and the Global Enterprise	3	POL 3103	Political Economy	3
IBS 5350	Special Topics	3	IBS 3000	Innovation, Technology and the Global Enterprise	3
IBS 5000	Independent Study	3	IBS 5350	Special Topics	3
		3	IBS 5000	Independent Study	3
Take one of the below minors			Take one of the below minors		
Minor in	Marketing Required Courses (9 Credits)	3	Minor in	Marketing Required Courses (9 Credits)	3
MKT 3605	Consumer Behavior	3	MKT 3605	Consumer Behavior	3
MKT 4420	International Marketing	3	MKT 4420	International Marketing	3
MKT 4700	Business Marketing Management	3	MKT 4700	Business Marketing Management	3
Or		3	Or		3
Minor in	Finance Required Courses (9 Credits)	3	Minor in	Finance Required Courses (9 Credits)	3
FIN 3610	Corporate Finance	3	FIN 3610	Corporate Finance	3
FIN 3710	Investments	3	FIN 3710	Investments	3
ECO 3250	International Economics	3	ECO 3250	International Economics	3

Rationale: POL 3103 Political Economy is relevant and useful to international business and is offered every semester. POL 3344 is offered much less often.

All:10.3b. The following revisions are proposed for the BBA degree in Marketing Management (Advertising and Marketing Communication track) in the Zicklin School of Business

Program: BBA in Marketing Management (Advertising and Marketing Communication track)

HEGIS Code: 0509.00

Program Code: 01927

Effective: Fall 2012

From:	BBA in Marketing Management (Advertising and Marketing Communication track)		To:	BBA in Marketing Management (Advertising and Marketing Communication 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:		12	Choose four courses from:		12
	Four additional courses to be chosen from the following	3		Four additional courses to be chosen from the following	3
MKT 4120	Media Planning	3	MKT 4120	Media Planning	3
MKT 4131	Persuasive Communication Techniques & Strategies	3	MKT 4131	Persuasive Communication Techniques & Strategies	3
MKT 4171	Public Relations	3	MKT 4151	Direct and Interactive Marketing	3
MKT 4540	Branding	3	MKT 4152	Direct Marketing II: Database Marketing; Managing The Creative Process	3
MKT 4555	Internet Marketing	3	MKT 4171	Public Relations	3
MKT 4557	Digital Advertising	3	MKT 4540	Branding	3
MKT 4876	Advertising Account Planning	3	MKT 4555	Internet Marketing	3
MKT 5150	Advertising Campaigns I: Ad Competition	3	MKT 4557	Digital Advertising	3
MKT 5151	Advertising Campaigns II: Ad Competition	3	MKT 4876	Advertising Account Planning	3
			MKT 5150	Advertising Campaigns I: Ad Competition	3
			MKT 5151	Advertising Campaigns II: Ad Competition	3

Rationale: MKT 4151 and MKT 4152 are part of the integrated marketing communication mix. An organization's communication strategy includes several communications tools: advertising, public relations,

sales promotions, and direct and interactive marketing. MKT 4151 and MKT 4152 address the direct and interactive marketing component; therefore they should be included in the Advertising and Marketing Communications Track.

All:10.4b. The following revisions are proposed for the BBA degree in Marketing Management (General Marketing track) in the Zicklin School of Business

Program: BBA in Marketing Management (General Marketing track)

HEGIS Code: 0509.00

Program Code: 01927

Effective: Fall 2012

From:	BBA in Marketing Management (General Marketing track)		To:	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:		12	Choose four courses from:		12
Four additional courses to be chosen from the following			Four additional courses to be chosen from the following		
MKT 3520	Advertising and Marketing Communications	3	MKT 3420	Persuasion and Customer Decision Making	3
MKT 4120	Media Planning	3	MKT 3520	Advertising and Marketing Communications	3
MKT 4123	Marketing Web Analytics and Intelligence	3	MKT 4120	Media Planning	3
MKT 4131	Persuasive Techniques Communications and Strategies	3	MKT 4123	Marketing Web Analytics and Intelligence	3
MKT 4151	Direct and Interactive Marketing	3	MKT 4131	Persuasive Techniques Communications and Strategies	3
MKT 4152	Direct Marketing II: Database Marketing; Managing The Creative Process	3	MKT 4151	Direct and Interactive Marketing	3
MKT 4171	Public Relations	3	MKT 4152	Direct Marketing II: Database Marketing; Managing The Creative Process	3
MKT 4401	International Trade Financing	3	MKT 4171	Public Relations	3
MKT 4410	International Trade Operations	3	MKT 4401	International Trade Financing	3
MKT 4420	International Marketing Research and Management	3	MKT 4410	International Trade Operations	3
MKT 4460	International Supply Chain Management	3	MKT 4420	International Marketing Research and Management	3

MKT 4511	Marketing Channels	3	MKT 4460	International Supply Chain Management	3
MKT 4523	Green Marketing	3	MKT 4511	Marketing Channels	3
MKT 4530**	Selected Topics in Marketing	3	MKT 4523	Green Marketing	3
MKT 4540	Branding	3	MKT 4530**	Selected Topics in Marketing	3
MKT 4555	Internet Marketing	3	MKT 4540	Branding	3
MKT 4557	Digital Advertising	3	MKT 4555	Internet Marketing	3
MKT 4560	Entertainment Marketing	3	MKT 4557	Digital Advertising	3
MKT 4700	Business Marketing Management	3	MKT 4560	Entertainment Marketing	3
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 5550	Product Planning	3	MKT 5000	Independent Study	3
IBS 3000***	Technology, Innovation, and the Global Enterprise	3	MKT 5550	Product Planning	3
ECO 3250***	International Economics and Finance	3	IBS 3000***	Technology, Innovation, and the Global Enterprise	3
LAW 3111***	Law and International Business	3	ECO 3250***	International Economics and Finance	3
LAW 3118***	Law of Unfair Competition and Intellectual Property	3	LAW 3111***	Law and International Business	3
LAW 3106***	Law & Entrepreneurship	3	LAW 3118***	Law of Unfair Competition and Intellectual Property	3
LAW 3220***	Law and the Entertainment Business	3	LAW 3106***	Law & Entrepreneurship	3
MGT 4880***	Management of Multinational Corporations	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: MKT 3420 was added as an elective course to the Marketing Track. This is a new course offered by our department. Its content (how do consumers make decisions) is relevant for the Marketing Management Track.

All:10.5b. The following revisions are proposed for the BBA degree in Statistic and Computer Information systems in the Zicklin School of Business

Program: BBA in Computer Information Systems

HEGIS Code: 0702.00

Program Code: 21849

Effective: Fall 2012

From:	BBA in Computer Information Systems		To:	BBA in Computer Information Systems	
Course	Description	Crs	Course	Description	Crs
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	Information Systems Development Project	3	CIS 5800	Information Systems Development Project	3
Elective Courses (12 credits)			Elective Courses (12 credits)		
Any four courses from the following list:			Any four courses from the following list:		
CIS 3367	Spreadsheet Applications in Business (formerly Microcomputer Applications in Business I)	3	CIS 3367	Spreadsheet Applications in Business (formerly Microcomputer Applications in Business I)	3
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 3700	Green IT	3	CIS 3700	Green IT	3
CIS 3750	Social Media Technologies in Organizations	3	CIS 3750	Social Media Technologies in Organizations	3
CIS 4100	Object Oriented Programming II	3	CIS 4100	Object Oriented Programming II	3
CIS 4110	Object-Oriented Programming II With Java	3	CIS 4110	Object-Oriented Programming II With Java	3
CIS 4160	Web Applications Development	3	CIS 4160	Web Applications Development	3
CIS 4350	Computer Control and Audit	3	CIS 4350	Information Technology Audit	3
CIS 4400	Database Management Systems II	3	CIS 4400	Database Management Systems II	3
CIS 4500	Networks and Telecommunications II	3	CIS 4500	Networks and Telecommunications II	3

CIS 4550	Networked Information Systems Security	3	CIS 4550	Networked Information Systems Security	3
CIS 4610	Expert (Knowledge-Based) Systems and Technologies	3	CIS 4610	Expert (Knowledge-Based) Systems and Technologies	3
CIS 4620	Financial Information Technologies	3	CIS 4620	Financial Information Technologies	3
CIS 4650	Operating Systems Concepts (formerly CIS 3650)	3	CIS 4650	Operating Systems Concepts (formerly CIS 3650)	3
CIS 4670	Special Topics in Computer Information Systems	3	CIS 4091	Special Topics in Computer Information Systems	3
OPR 3300	Quantitative Methods for Accounting	3	CIS 4092	Special Topics in Computer Information Systems	3
OPR 3450	Quantitative Decision Making for Business	3	CIS 4093	Special Topics in Computer Information Systems	3
			CIS 4094	Special Topics in Computer Information Systems	3
			CIS 4670	Special Topics in Computer Information Systems	3
			OPR 3300	Quantitative Methods for Accounting	3
			OPR 3450	Quantitative Decision Making for Business	3

Rationale: This change to needed to add the new special topics courses that were approved earlier to the CIS major.

All:10.6b. The following revisions are proposed for the BBA degree Tier I requirement in the Zicklin School of Business

From: Tier I : Communication and Quantitative Skills		To: Tier I : Communication and Quantitative Skills	
Course Description	Crs	Course Description	Crs
COM 1010 Speech communication	3	COM 1010 Speech communication	3
ENG 2100 Writing I	3*	ENG 2100 Writing I	3*
ENG 2150 Writing II	3	ENG 2150 Writing II	3
Excel proficiency	0**	Excel proficiency	0**
Mathematics at the 2000 level	3	Mathematics at the 2000 level	3
Foreign Language	0-6++	Foreign Language	0-6++

*Students who enter Baruch College with any of the following three qualifications are exempt from ENG 2100 Writing I (without credit): an Advanced Placement (AP) English exam score of 4 or 5, an SAT verbal score of at least 680 and a writing section score of 12, or an SAT verbal score of at least 700 and a writing section score of 11 or 12. Note: Students who are exempt from this requirement may not enroll in ENG 2100.	*Students who enter Baruch College with any of the following three qualifications are exempt from ENG 2100 Writing I (without credit): an Advanced Placement (AP) English exam score of 4 or 5, an SAT verbal score of at least 680 and a writing section score of 12, or an SAT verbal score of at least 700 and a writing section score of 11 or 12. Note: Students who are exempt from this requirement may not enroll in ENG 2100.

**All students are required to demonstrate basic Excel proficiency by passing the SimNet examination. Students are expected to pass the examination during their first year at the College. For specific information about the examination, contact the Office of Testing and Evaluation.	**All students are required to demonstrate basic Excel proficiency by passing the SimNet examination. Students are expected to pass the examination during their first year at the College. For specific information about the examination, contact the Office of Testing and Evaluation.
MTH 2160 does not meet the requirement for the BBA base curriculum	MTH 2160 does not meet the requirement for the BBA base curriculum
++ Students who intend to complete a major in the School of Public Affairs or the Zicklin School of Business may be exempted from the foreign language requirement if they have completed two years of a modern foreign language in high school or passed a two-year citywide or Regents examination.	++ Students who intend to complete a major in the School of Public Affairs or the Zicklin School of Business may be exempted from the foreign language requirement if they have completed two years of a modern foreign language in high school or passed a two-year citywide or Regents examination.

Rationale: Student proficiency in EXCEL will be attained through training offered by a commercial software package. This software package will provide both training and assessment for a range of EXCEL skills suited to different courses. The package will be recommended for students enrolled in Bus 1000, CIS 2200, STA 2000 and a number of other quantitatively based courses such as Fin 3000 and Mgt 3121. A single purchase of the package will allow the student access to the software for his/her entire Baruch career. This method should provide our students with better EXCEL preparation for our more advanced courses than did the SimNet exam.

The following recommendations of the Committee on Graduate Curriculum were approved at the Zicklin School of Business Faculty Meeting on November 17, 2011 effective the Fall 2012 semester, pending approval of the Board of Trustees.

Alli:10.7b. The following revisions are proposed for the MBA in International Business in the Zicklin School of Business

Program: MBA in International Business

HEGIS Code: 0513.00

Program Code: 01929

Effective: Fall 2012

From	To
The interdepartmental International Business Program (IBS) offers a graduate curriculum leading to the degree of MBA in international business. This program prepares students for entry and managerial positions in a variety of firms, such as export and import companies, international trade intermediaries, financial institutions, and multinational enterprises, both in the United States and abroad. For students with an undergraduate degree in business administration, the program provides the opportunity to internationalize their knowledge of business functions; for students with other undergraduate	The international business program reflects Baruch College's commitment since 1947 to this important area of action and competence in globalizing economies. The program is interdepartmental, and courses are distributed over several functional areas to meet the demand for graduates with both a broadly-based and an international-business education. The program prepares students for entry and managerial positions in a variety of firms, such as multinational enterprises, export and import companies, international-trade intermediaries, and financial institutions, both in the

<p>degrees, it complements their core business courses in a similar manner. The Department of Marketing and International Business plays a vital role in coordinating and staffing this program.</p>			<p>United States and abroad.</p> <p>For students with an undergraduate degree in business administration, the program provides the opportunity to internationalize their knowledge of business functions; for students with other undergraduate degrees, it complements their core business courses in a similar manner.</p>		
Course	Description	Crs	Course	Description	Crs
Courses in Major (12 credits)			Courses in Major (12 credits)		
Required*			Required*		
			Choose two of the following five courses:		
IBS 9760	International Business Analysis		IBS 9760	International Business Analysis	
or			or		
ECO 9741	International Economics I	3	ECO 9741	International Economics I	3
			FIN 9788	International Corporate Finance	3
			IBS 9769 (MGT 9880)	International Business Strategy	3
			MKT 9766	International Marketing Management	3
<p>(Students will take either IBS 9760 or ECO 9741 as the required course within the major and may take the other as their international elective. (Note: International business majors may replace the international elective with a general elective if they wish.)</p>			<p>*Required courses completed at the undergraduate or graduate level with grades of B or better can be replaced by international courses from the list below.</p>		
Choose two courses from:			Choose two courses from:		
FIN 9788	International Corporate Finance	3	CIS 9230	Globalization and Technology	3
IBS 9769 (MGT 9880)	International Business Strategy	3	FIN 9786	International Financial Markets	3
MKT 9766	International Marketing Management	3	FIN 9788	International Corporate Finance	3
<p>*Required courses that have been completed at the undergraduate or graduate level with grades of B or better can be replaced by international courses from the list of major courses designated "Choose one course from."</p>			IBS 9756 (COM 9656)	International Business Communication	3
Choose one course from:			IBS 9761	Emerging Markets and the International Business Environment	3
CIS 9230	Globalization and Technology	3	IBS 9762	The Global Competitiveness of the U.S. Economy	3
FIN 9786	International Financial Markets	3	IBS 9767	Foreign Markets, Cultures and Regimes	3
FIN 9788	International Corporate	3	IBS 9768	Advanced Topics in	3

	Finance			International Business	
IBS 9756 (COM 9656)	International Business Communication	3	IBS 9769 (MGT9880)	International Business Strategy	
IBS 9761	Emerging Markets and the International Business Environment	3	LAW 9740	International Trade and Investment Law	3
IBS 9762	The Global Competitiveness of the U.S. Economy	3	MGT 9490	International Human Resource Management	
IBS 9767	Foreign Markets, Cultures and Regimes	3	MGT 9870	International Comparative Management	3
IBS 9768	Advanced Topics in International Business	3	MKT 9761	International Commodity Trading	3
IBS 9769 (MGT9880)	International Business Strategy	3	MKT 9763	International Trade Operations	3
LAW 9740	International Trade and Investment Law	3	MKT 9764	Internet Marketing and Global Business	3
MGT 9490	International Human Resource Management	3	MKT 9765	Comparative Marketing Systems	3
MGT 9870	International Comparative Management	3	MKT 9766	International Marketing Management	3
MKT 9761	International Commodity Trading	3	MKT 9774	International Logistics	3
MKT 9763	International Trade Operations	3			
MKT 9764	Internet Marketing and Global Business	3	Note: Students are not limited to taking only four courses in their major and may take two additional international courses (a total of 18 credits) if they wish.		
MKT 9765	Comparative Marketing Systems	3			
MKT 9766	International Marketing Management	3			
MKT 9774	International Logistics	3			

Rationale: We now have a 1.5 credit core international business course, IBS 9600, taken by all students, so we redesigned the course offerings associated with the international business major. Our objectives were to build on the international business core course, i.e., use IBS 9600 as a pre- or co-requisite rather than IBS 9760 or ECO 9741, provide students with greater choice in tailoring the major to their international business interests, and ultimately increase the number of students in our major.

All:10.8b. The following revisions are proposed for the MBA in Management (Concentration in Entrepreneurship) in the Zicklin School of Business

Program: MBA in Management (Concentration in Entrepreneurship)

HEGIS Code: 0506.00

Program Code: 01922

Effective: Fall 2012

From:			To:		
Course	Description	Crs	Course	Description	Crs
Courses in Major (12 credits)			Courses in Major (12 credits)		
Required:			Required:		
MGT 9960 (formerly MGT 9860)	Entrepreneurial Strategy and Cases	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 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
MGT 9965	Boards, Governance, and Leadership Within Entrepreneurial and Family Firms	3	MGT 9965	Boards, Governance, and Leadership Within Entrepreneurial and Family Firms	3
MGT 9970	Entrepreneurship and Community Development	3	MGT 9970	Entrepreneurship and Community Development	3
MGT 9971	Gender Differences Among Entrepreneurial Leaders	3	MGT 9971	Gender Differences Among Entrepreneurial Leaders	3
Choose one course from:			Choose one course from:		
ACC 9804	Intermediate Financial Accounting	3	ACC 9804	Intermediate Financial Accounting	3
ACC 9806	Financial Statement Analysis and Reporting	3	ACC 9806	Financial Statement Analysis and Reporting	3
CIS 9444	E-Business Principles and Technologies	3	CIS 9444	E-Business Principles and Technologies	3
FIN 9774	Venture Capital and Entrepreneurial Finance	3	FIN 9774	Venture Capital and Entrepreneurial Finance	3
FIN 9781	Managerial Finance	3	FIN 9781	Managerial Finance	3
LAW 9105	Law and Entrepreneurship	3	LAW 9105	Law and Entrepreneurship	3
LAW 9109	Law and the Entertainment Business	3	LAW 9109	Law and the Entertainment Business	3
LAW 9708	Law and E-Business	3	LAW 9708	Law and E-Business	3
LAW 9800	Intensive Survey of Business Contracts and Law of Corporations	3	LAW 9800	Intensive Survey of Business Contracts and Law of Corporations	3
MGT 9400	Human Resource Management	3	MGT 9400	Human Resource Management	3
MGT 9961 (formerly MGT 9862)	Analysis of Entrepreneurial Experiences	3	MGT 9961 (formerly MGT 9862)	Analysis of Entrepreneurial Experiences	3
MGT 9962	Managing the Family	3	MGT 9962	Managing the Family	3

(formerly MGT 9867)	Business		(formerly MGT 9867)	Business	
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
MGT 9965	Boards, Governance, and Leadership Within Entrepreneurial and Family Firms	3	MGT 9965	Boards, Governance, and Leadership Within Entrepreneurial and Family Firms	3
MGT 9966 (formerly MGT 9866)/MKT 9784	Internet and Entrepreneurship	3	MGT 9966 (formerly MGT 9866)	<u>Entrepreneurship and Social Business: From Strategy Development to Implementation</u>	3
MGT 9967	Technology, Innovation, and Design in High-Growth Ventures	3	MGT 9967	Technology, Innovation, and Design in High-Growth Ventures	3
MGT 9968 (formerly MGT 9868)	Entrepreneurial Communications: Selling and Negotiating	3	MGT 9968 (formerly MGT 9868)	Entrepreneurial Communications: Selling and Negotiating	3
MGT 9969	Social Entrepreneurship: Concepts and Cases	3	MGT 9969	Social Entrepreneurship: Concepts and Cases	3
MGT 9970	Entrepreneurship and Community Development	3	MGT 9970	Entrepreneurship and Community Development	3
MGT 9971	Gender Differences Among Entrepreneurial Leaders	3	MGT 9971	Gender Differences Among Entrepreneurial Leaders	3
MGT 9975 (formerly MGT 9875) (RES 9980)	Real Estate Entrepreneurship	3	MGT 9975 (formerly MGT 9875) (RES 9980)	Real Estate Entrepreneurship	3
MGT 9979 (formerly MGT 9864)	Seminar in Entrepreneurship	3	MGT 9979 (formerly MGT 9864)	Seminar in Entrepreneurship	3
MKT 9701	Advertising and Marketing Communications	3	MKT 9701	Advertising and Marketing Communications	3
MKT 9750	Marketing Strategy	3	MKT 9750	Marketing Strategy	3
MKT 9764	Internet Marketing and Global Business	3	MKT 9764	Internet Marketing and Global Business	3
PAF 9141	Community Development: History, Present, and Future	3	PAF 9141	Community Development: History, Present, and Future	3
PAF 9143	"Greening" and Growing Cities: Sustainability and Public Policy Options		PAF 9143	"Greening" and Growing Cities: Sustainability and Public Policy Options	3
PAF 9150	Introduction to the Nonprofit Sector	3	PAF 9150	Introduction to the Nonprofit Sector	3
PAF 9151	The Administration of Not-for-Profit and Voluntary Organizations	3	PAF 9151	The Administration of Not-for-Profit and Voluntary Organizations	3

RES 9776 (FIN 9776)	Real Estate Finance	3	RES 9776 (FIN 9776)	Real Estate Finance	3
RES 9800	Real Estate Valuation and Market Analysis	3	RES 9800	Real Estate Valuation and Market Analysis	3
RES 9850	Real Estate Capital Markets	3	RES 9850	Real Estate Capital Markets	3

Rationale: See below section AV.10.30b for the reasons that the name of MGT 9966 and its cross listing have been changed.

All:10.9b. 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 2012

From			To		
Course	Description	Crs	Course	Description	Crs
Preliminary Courses (6 credits)			Preliminary Courses (6 credits)		
Students with appropriate background will be able to reduce the number of credits in preliminary requirements.			Students with appropriate background will be able to reduce the number of credits in preliminary requirements.		
ACC 9110	Financial Accounting	3	ACC 9110	Financial Accounting	
MKT 9703	Marketing Management	3	MKT 9703	Marketing Management	
Courses in Specialization (30 credits)			Courses in Specialization (30 credits)		
Required:			Required:		
MGT 9960 (formerly MGT 9860)	Entrepreneurial Strategy and Cases	3	MGT 9960 (formerly MGT 9860)	Entrepreneurial Strategy and Cases	3
Choose four courses from:					
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 9965	Boards, Governance, and Leadership Within Entrepreneurial and Family Firms	3	MGT 9965	Boards, Governance, and Leadership Within Entrepreneurial and Family Firms	3
MGT 9970	Entrepreneurship and Community Development	3	MGT 9970	Entrepreneurship and Community Development	3
MGT 9971	Gender Differences Among	3	MGT 9971	Gender Differences Among	3

Entrepreneurial Leaders			Entrepreneurial Leaders		
Choose five courses from:			Choose five courses from:		
CIS 9230	Globalization and Technology	3	CIS 9230	Globalization and Technology	3
CIS 9444	E-Business Principles and Technologies	3	CIS 9444	E-Business Principles and Technologies	3
FIN 9774	Venture Capital and Entrepreneurial Finance	3	FIN 9774	Venture Capital and Entrepreneurial Finance	3
FIN 9781	Managerial Finance	3	FIN 9781	Managerial Finance	3
FIN 9783	Investment Analysis	3	FIN 9783	Investment Analysis	3
LAW 9708	Law and E-Business	3	LAW 9708	Law and E-Business	3
MGT 9400	Human Resources Management	3	MGT 9400	Human Resources Management	3
MGT 9490	International Human Resources Management	3	MGT 9490	International Human Resources Management	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		MGT 9964 (formerly MGT 9861)	Managing the Entrepreneurial Enterprise	3
MGT 9965	Boards, Governance, and Leadership Within Entrepreneurial and Family Firms	3	MGT 9965	Boards, Governance, and Leadership Within Entrepreneurial and Family Firms	3
MGT 9966 (formerly MGT 9866)/MKT 9784	Internet and Entrepreneurship	3	MGT 9966 (formerly MGT 9866)	<u>Entrepreneurship and Social Business: From Strategy Development to Implementation</u>	3
MGT 9967	Technology, Innovation, and Design in High-Growth Ventures	3	MGT 9967	Technology, Innovation, and Design in High-Growth Ventures	3
MGT 9968 (formerly MGT 9868)	Entrepreneurial Communications: Selling and Negotiating	3	MGT 9968 (formerly MGT 9868)	Entrepreneurial Communications: Selling and Negotiating	3
MGT 9969	Social Entrepreneurship: Concepts and Cases	3	MGT 9969	Social Entrepreneurship: Concepts and Cases	3
MGT 9970	Entrepreneurship and Community Development		MGT 9970	Entrepreneurship and Community Development	3
MGT 9971	Gender Differences Among Entrepreneurial Leaders		MGT 9971	Gender Differences Among Entrepreneurial Leaders	3
MGT 9975 (formerly MGT 9875) (RES 9980)	Real Estate Entrepreneurship	3	MGT 9975 (formerly MGT 9875) (RES 9980)	Real Estate Entrepreneurship	3

MGT 9979 (formerly MGT 9864)	Seminar in Entrepreneurship	3	MGT 9979 (formerly MGT 9864)	Seminar in Entrepreneurship	3
MKT 9701	Advertising and Marketing Communications	3	MKT 9701	Advertising and Marketing Communications	3
MKT 9750	Marketing Strategy	3	MKT 9750	Marketing Strategy	3
MKT 9764	Internet Marketing and Global Business	3	MKT 9764	Internet Marketing and Global Business	3
PAF 9141	Community Development: History, Present, and Future		PAF 9141	Community Development: History, Present, and Future	3
PAF 9143	"Greening" and Growing Cities: Sustainability and Public Policy Options	3	PAF 9143	"Greening" and Growing Cities: Sustainability and Public Policy Options	3
PAF 9150	Introduction to the Nonprofit Sector	3	PAF 9150	Introduction to the Nonprofit Sector	3
PAF 9151	The Administration of Not-for-Profit and Voluntary Organizations		PAF 9151	The Administration of Not-for-Profit and Voluntary Organizations	3
RES 9776 (FIN 9776)	Real Estate Finance	3	RES 9776 (FIN 9776)	Real Estate Finance	3
RES 9800	Real Estate Valuation and Market Analysis	3	RES 9800	Real Estate Valuation and Market Analysis	3
RES 9850	Real Estate Capital Markets	3	RES 9850	Real Estate Capital Markets	3

Rationale: See below section AV.10.30b for the reasons that the name of MGT 9966 and its cross listing have been changed.

All:10.10b. The following revisions are proposed for the MS in Information Systems in the Zicklin School of

Business

Program: MS in Information Systems

HEGIS Code: 0701.00

Program Code: 79233

Effective: Fall 2012

From			To		
Course	Description	Crs	Course	Description	Crs
Preliminary Courses (6 credits)			Preliminary Courses (6 credits)		
Students with appropriate background will be able to reduce the number of credits in preliminary requirements. English language courses offered by the Division of Continuing and Professional Studies area are required for non-native English speakers; the courses may be waived based on a waiver exam.			Students with appropriate background will be able to reduce the number of credits in preliminary requirements. English language courses offered by the Division of Continuing and Professional Studies area are required for non-native English speakers; the courses may be waived based on a waiver exam.		
ACC 9110	Financial Accounting	3	ACC 9110	Financial Accounting	3

FIN 9770	Financial Decision Making	3	FIN 9770	Financial Decision Making	3
Courses in Specialization (30 credits):			Courses in Specialization (30 credits):		
Required:			Required:		
CIS 9000	Information Systems for Managers	3	CIS 9000	Information Systems for Managers	3
CIS 9230	Globalization and Technology	3	or		
CIS 9340	Principles of Database Management Systems	3	CIS 9001	Information Systems for Managers I	1.5
CIS 9490	Systems Analysis and Design	3	and		
CIS 9590	Information Systems Development Project	3	CIS 9002	Information Systems for Managers II: Managing and Harnessing Technology	1.5
			CIS 9230	Globalization and Technology	3
			CIS 9340	Principles of Database Management Systems	3
			CIS 9490	Systems Analysis and Design	3
			CIS 9590	Information Systems Development Project	3
Choose five courses from:			Choose five courses from:		
BUS 9801 – 9803	Graduate Internships I, II, and III (in IS)	3	BUS 9801 – 9803	Graduate Internships I, II, and III (in IS)	3
CIS 9310	Object-Oriented Programming I	3	CIS 9310	Object-Oriented Programming I	3
CIS 9350	Networks and Telecommunications	3	CIS 9350	Networks and Telecommunications	3
CIS 9410	Object-Oriented Programming II	3	CIS 9410	Object-Oriented Programming II	3
CIS 9440	Database Management Systems II	3	CIS 9440	Database Management Systems II	3
CIS 9444	e-Business Principles and Technologies	3	CIS 9444	e-Business Principles and Technologies	3
CIS 9467	Business Modeling with Spreadsheets	3	CIS 9467	Business Modeling with Spreadsheets	3
CIS 9480	Information Technology Project Management	3	CIS 9480	Information Technology Project Management	3
CIS 9550	Emerging Trends in Information Technology	3	CIS 9550	Emerging Trends in Information Technology	3
CIS 9555	Information Technology in Financial Markets	3	CIS 9555	Information Technology in Financial Markets	3
CIS 9556	Risk Management Systems	3	CIS 9556	Risk Management Systems	3
CIS 9700	Integrating Information Technology and Business Processes		CIS 9700	Integrating Information Technology and Business Processes	3
CIS 9771	Special Topics in Information Technologies	3	CIS 9771	Special Topics in Information Technologies	3
CIS 9775	Special Topics in Information	3	CIS 9775	Special Topics in Information	3

	Systems Strategy			Systems Strategy	
OPR 9721	Introduction to Operations Research	3	OPR 9721	Introduction to Operations Research	3
STA 9708	Applied Statistical Analysis for Business Decisions	3	STA 9708	Applied Statistical Analysis for Business Decisions	3

Rationale: The Zicklin School of Business voted in May 2010 to replace CIS 9000 with CIS 9001 and CIS 9002. This proposal reflects that change.

All:10.11b. The following revisions are proposed for the MS in Quantitative Methods and Modeling in the Zicklin School of Business

Program: MS in Quantitative Methods and Modeling

HEGIS Code: 0507.00

Program Code: 79230

Effective: Fall 2012

From			To		
<p>The quantitative methods and modeling program is designed to train students in the application of mathematical models and decision making in business, industry, and government. This is also the aim of the MBA program in decision sciences, which is also offered by the Department of Statistics and Computer Information Systems. Both programs provide students with the concepts and skills that form the fundamental base of knowledge essential to quantitative decision-making professionals in today's business environment. The MS program in quantitative methods and modeling is intended for individuals who wish to be employed as quantitative analysts or for those students who may wish to subsequently pursue a PhD in operations research or a related field. This program is designed to provide a broad spectrum of basic quantitative skills; thus, the required specialization courses span the areas of operations research, statistics, and computer information systems. The flexible elective requirements permit the creation of a four-course quantitative sequence tailored to the student's professional and/or educational objectives. Although this MS program has a business orientation, it does not include the many general business courses found in the MBA in decision sciences program.</p>			<p>The M.S. in Quantitative Methods and Modeling (QMM) is a 30-credit program. The QMM program is designed to provide a broad spectrum of basic quantitative skills; thus, the required specialization courses span the areas of operations research, statistics, and computer information systems. The flexible elective requirements permit the creation of a four-course quantitative sequence tailored to a student's professional and/or educational objectives. Students also have the option of doing a graduate internship. The list of preliminary and specialization courses is given below:</p>		
Course	Description	Crs	Course	Description	Crs
Preliminary Courses (9.5 – 10.5 credits)			Preliminary Courses (7.5 - 9 credits)		
Students with appropriate background will be able to reduce the number of credits in preliminary requirements. Grades in 8000-level courses are not calculated in the grade point average.			Students with appropriate background will be able to reduce the number of credits in preliminary requirements. Grades in 8000-level courses are not calculated in the grade point average. <u>English</u>		

			language modules offered by the Division of Continuing and Professional Studies are required for non-native English speakers, and may be waived based on a waiver exam.		
ENG 8192	Written English for International Students	3	*MTH 8001	Calculus for Application I	3
*MTH 8001	Calculus for Application I	3	ACC 9110	Financial Accounting	3
ACC 9110	Financial Accounting	3	or		
or			ECO 9730	Fundamentals of Microeconomics	1.5
ECO 9708	Microeconomics for Managers	2	STA 9708	Applied Statistical Analysis for Business Decisions	3
*Students may substitute MTH 2207 Applied Calculus and Matrix Applications on a space available basis.			*Students may substitute MTH 2207 Applied Calculus and Matrix Applications on a space available basis.		
Courses in Specialization (30 credits):			Courses in Specialization (30 credits):		
Required (48 credits):			Required (16.5 credits):		
CIS 9000	Information Systems for Managers	3	CIS 9001	Information Systems for Managers I	1.5
CIS 9340	Principles of Database Management Systems	3	CIS 9340	Principles of Database Management Systems	3
OPR 9721	Introduction to Quantitative Modeling	3	OPR 9721	Introduction to Quantitative Modeling	3
OPR 9730	Simulation Modeling and Analysis	3	OPR 9730	Simulation Modeling and Analysis	3
STA 9750 (OPR 9750)	Basic Software Tools for Data Analysis	3	STA 9750 (OPR 9750)	Basic Software Tools for Data Analysis	3
STA 9000	Regression and Forecasting Models for Business Applications	3	STA 9000	Regression and Forecasting Models for Business Applications	3
			(Note: STA 9700 may be substituted for STA 9000)		
Electives (42 credits)			Electives (13.5 credits)		
Four courses to be selected with approval of the department advisor. It is recommended that the student select at least one course in each of the three areas: OPR, STA, CIS. A maximum of three courses may be selected from any one area. Students may select BUS 9800 Graduate Internship or an approved quantitatively-oriented course offered outside the department.			Five courses to be selected with approval of the department advisor. It is recommended that the student select at least one course in each of the three areas: OPR, STA, and CIS. A maximum of three courses may be selected from any one area. Students may select BUS 9800 Graduate Internship or an approved quantitatively-oriented course offered outside the department.		

Rationale: Because of changes in the MBA program ECO 9708 (2 credits) will be replaced by ECO 9730 (1.5 credits), and CIS 9000 (3 credits) will be replaced by CIS 9001 (1.5 credits). As a result we have replaced our preliminary course ECO 9708 with ECO 9730 and our required course CIS 9000 with CIS 9001. BUS 9800 (3 credits) is no longer offered and will be replaced by three one-credit Graduate Internships, BUS 9801 – BUS 9803. Changes in English language requirements conform to current practice.

The M.S. in Quantitative Methods and Modeling (QMM) is a minimum 30-credit program. The total credits

will be: Required Courses: 16.5 credits, Electives courses: 13.5 to 15 credits, depending on the electives.

The following recommendations of the Curriculum Committee were approved at the School of Public Affairs Faculty Meeting on December 8, 2011. They will be effective for the Fall 2012 semester, pending approval of the Board of Trustees.

All:10.1p. The following revision is proposed for the Specialization in Nonprofit Administration in the MPA program in the School of Public Affairs.

HEGIS Code: 2102.00

Program Code: 01966

Effective: Fall 2012

From			To		
Course Description Crs			Course Description Crs		
Requirements for the Specialization in Nonprofit Administration in the MPA Program			Requirements for the Specialization in Nonprofit Administration in the MPA Program		
Mandatory Courses (6 credits)			Mandatory Courses (6 credits)		
PAF 9151	Administration of Not-For-Profit and Voluntary Organizations	3	PAF 9151	Administration of Not-For-Profit and Voluntary Organizations	3
PAF 9153	Budgeting and Finance for Nonprofits	3	PAF 9153	Budgeting and Finance for Nonprofits	3
Elective Courses (6 credits; select two)			Elective Courses (6 credits; select two)		
PAF 9010	Ethics and Public Decision Making	3	PAF 9010	Ethics and Public Decision Making	3
PAF 9108	Communication and Information Technologies	3	PAF 9108	Communication and Information Technologies	3
PAF 9109	Government Contracting	3	PAF 9109	Government Contracting	3
PAF 9123	Program Evaluation	3	PAF 9123	Program Evaluation	3
PAF 9136	Urban Economic Development	3	PAF 9136	Urban Economic Development	3
PAF 9139	Communication Strategy	3	PAF 9139	Communication Strategy	3
PAF 9150	The Social Context of the Nonprofit Sector	3	PAF 9150	The Social Context of the Nonprofit Sector	3
PAF 9152	Fund Raising and Grants Administration in Not-for-Profit and Voluntary Organizations	3	PAF 9152	Fund Raising and Grants Administration in Not-for-Profit and Voluntary Organizations	3
PAF 9156	Emergency Preparedness, Response, and Recovery	3	PAF 9141	Community Development	3
PAF 9160	Public and Nonprofit Management II	3	PAF 9142	Housing Policy	3
PAF 9171	Human Services Administration	3	PAF 9143	Greening and Growing Cities	3
PAF 9181	Comparative Public Administration	3	PAF 9150	The Social Context of the Nonprofit Sector	3
PAF 9299	Selected Topics in Nonprofit Management	3	PAF 9152	Fund Raising and Grants Administration in Not-for-	3
PAF 9710	Health Care Delivery in the United States	3			
Total credits required for the Specialization in Nonprofit 12					

Administration in the MPA Program		
	Profit and Voluntary Organizations	
PAF 9156	Emergency Preparedness, Response, and Recovery	3
PAF 9157	Introduction to Philanthropy	3
PAF 9158	Religion, Nonprofits, Politics, and Policy	3
PAF 9160	Public and Nonprofit Management II	3
PAF 9171	Human Services Administration	3
PAF 9181	Comparative Public Administration	3
PAF 9183	International Nonprofit Organizations	3
PAF 9299	Selected Topics in Nonprofit Management	3
PAF 9710	Health Care Delivery in the United States	3
MGT 9969	Social Entrepreneurship: Concepts and Cases	3
Total credits required for the Specialization in Nonprofit 12 Administration in the MPA Program		

Rationale: With recommendation from the nonprofit faculty of SPA, the change incorporates into the Nonprofit Administration specialization the newly-created nonprofit and community development classes, and cross-lists Zicklin classes on social enterprise. This responds to student demand and offers students greater flexibility to complete the track

Section AIV: New Courses

AIV:10.1a. Department of Fine and Performing Arts

Course Number: NMA 2050

Title: Introduction to New Media Arts

Hours: 4.0

Credits: 3.0

Prerequisite: None

Course Description: This studio course introduces theories and practices of new media art. Assignments based on lectures, screenings, research, classroom demonstrations, discussions and readings provide hands-on experience in a variety of media, which may include digital imaging, sound, internet art, video, animation, social media, interactivity, etc. Students are introduced to software literacy and to historical and

contemporary models and current standards of new media art. The Macintosh computer is featured as the primary computing environment.

NMA 2050 is a prerequisite for all advanced New Media Arts courses.

Rationale: As a prerequisite for all advanced new media arts courses, this course provides a general introduction to theories and practices of new media art, preparing students for advanced new media arts coursework (for which this course is a prerequisite). By grounding practice in history and theory, NMA 2050 combines liberal arts and studio art content. The shared experience of NMA 2050 will provide students with a general historical and conceptual framework through which to understand specialized new media practices. Establishing historical precedent and shared language as a common ground among students is paramount given the diverse, dynamic, and rapidly changing nature of this field. The course utilizes multiple, modular content units to cover a range of prominent contemporary issues, tools, and techniques. This structure introduces students to software literacy and allows the course to accommodate the various emergent practices that new media art comprises. As digital media come to occupy increasingly prominent roles in students' lives, NMA 2050 fills an important foundational role by teaching students to see technology as a creative medium rather than a mere utilitarian tool, and to critique technologies rather than simply to implement them.

NMA 2050 requires a 4-hour class period for two reasons. First, new media art entails that significant technical and practical instruction be incorporated into class time. Students need to achieve a level of technical proficiency before they can begin to use these media expressively. Teaching effectively in this subject area requires adequate class time for students to learn both technical skills and how to use those skills to make art. Second, critiques are an important component of the course; the longer class meetings are necessary to conduct these properly. Video is a time-based art form; serious critique of 24 students' work will exceed even a 4-hour period. NMA 2050 is modeled after existing studio departmental offerings at 3-credits/4-hours.

NMA 2050 will be offered annually with a projected enrollment of 24 students. It will be required as a prerequisite for all students pursuing the proposed Tier III minor in New Media Arts, and may be used as a general elective for the BA, BBA, or BS degrees.

AIV:10.2a. Department of Fine and Performing Arts

Course Number: NMA 3010

Title: Video I

Hours: 4.0

Credits: 3.0

Prerequisite: NMA 2050 or departmental permission

Course Description: This hands-on introduction to digital video art examines the moving image as a form of personal expression and communication. Through projects, lectures, screenings, and field trips, the course will explore both how video works and how it can be used in innovative, creative ways. Students will produce their own videos from start to finish, developing skills in concept and pre-production, shooting and camera techniques, editing and post-production, and final distribution. This course is intended for students with interests in new media, art, design, and photography; no previous experience with video is necessary.

Rationale: This course is the first topic-specific New Media/Interdisciplinary Art offering at Baruch College, and is included as an elective in the New Media Arts minor. Technically and conceptually, video is the backbone of numerous areas within the New Media Arts discipline. This course is significant both for teaching video in its own right, and as an introductory course to prepare students for more advanced study in video.

Two existing courses in Journalism, JRN 3210, Television Field Reporting and JRN 3510, Multimedia Reporting, include video techniques. The content of the proposed course is substantially different from the existing Journalism courses. While the Journalism courses prepare students to participate in a reporting production environment, the proposed course emphasizes individual creation, capitalizing on a main trend in digital video (and in New Media Arts, generally) toward production at the level of the individual outside the large-scale studio production environment. Second, the proposed course is specific to the discipline because it explores digital video in the context of art.

This course requires a 4-hour class period for two reasons. First, because video is a time-based art form, a serious critique of every student's work will necessarily exceed even a 4-hour period. A significant amount of class time must be allotted for screenings and critiques. Second, video entails that significant technical instruction is incorporated into class time. Students need to achieve a level of technical proficiency before they can begin to use video expressively. Pedagogically, this subject area requires adequate class time for students to learn technical skills, as well as how to use those skills to make art. NMA 3010 will be offered annually with a projected enrollment of 20 students. It may be used as an elective within the proposed Tier III Minor in New Media, or as a general elective for the BA, BBA, or BS degrees.

AIV:10.3a. Department of Fine and Performing Arts

Course Number: NMA 4900

Title: New Media Arts in Theory and Practice

Hours: 4.0

Credits: 3.0

Prerequisite: NMA 2050 and two courses at the 3000 level from the minor list for new media [NMA(FPA) 3041, NMA 3010, ART 3057, ART 3059, MSC 3025, ART 3061, THE 3044].

Course Description: In this course students pursue a project in new media art that reflects a topic related to the contemporary social environment. Students work within their individual concentrations to create a personal portfolio reflecting their vision of a particular issue or theme. The project will include visual analysis and research of relevant theoretical, historical, and contemporary perspectives.

Rationale: This course, which is prepared to comply with the Tier III minor, contributes to the creation of a new minor in new media arts at Baruch College. New media art is a hybrid field in which multiple practices intersect; as a result, contemporary production environments are frequently team-based and cooperative. This course allows students with concentration experience in different areas of new media arts (e.g., digital imaging, sound, internet art, video, animation, social media, interactivity, etc.) to work together. The course provides an opportunity for each student to gain valuable experience in collaboration, while solidifying a sense of his or her own individual perspective and expertise. The course prepares students to identify the relevance and impact of new media in situ within an expanded cultural context.

NMA 4900 requires a 4-hour class period for two reasons. First, as with other studio art, new media art entails significant technical instruction to be incorporated into class time. Students need to achieve a level of technical proficiency before they can begin to use these media expressively. Teaching effectively in this subject area requires adequate class time for students to learn both technical skills and how to use those skills to make art. Second, the majority of new media art forms are time-based; serious critique of 24 students' work should be expected to exceed even a 4-hour period. FPA 4900 is modeled after ART 4900, which is a 3-credit, 4-hour course.

NMA 4900 will be offered annually with a projected enrollment of 25 students. This communication-intensive course may be used as the capstone for the Tier III minor in New Media or as a general elective for the BA, BBA and BS degrees.

AIV:10.4a. Department of Mathematics

Course Number: MTH 2140

Title: Mathematics and Quantitative Reasoning

Hours: 4.0

Credits: 3.0

Prerequisite: Placement in CSTM 0120 or higher

Course Description: This class is designed to introduce students to thinking critically and applying that thinking to problem solving. It will review the necessary basic skills while examining problems in financial management, statistical reasoning, basic notions in probability, and applications in the arts, politics, and business. (MTH 2140 is not recommended for students whose major requires a statistics course or another math course. It does not meet the BBA or BS base curriculum math requirements.)

Rationale: This course is aimed at offering liberal arts majors an alternative course by which they may fulfill their core mathematics requirement. This course differs from its alternative, MTH 2160, in that it will spend additional time on increasing the students' quantitative reasoning skills. MTH 2140 and MTH 2160 may not substitute for each other in the F-replacement policy. They are treated as separate courses in the college's 3-repeat policy.

MTH 2140 will be offered every semester with a projected enrollment of 25-30 students. It may be used to satisfy the 2000-level mathematics requirement for the BA degree, or as a general elective for the BA degree.

AIV:10.5a. Department of Modern Languages and Comparative Literature – cross-listed in the Film Studies Program

Course Number: CMP/FLM 3160

Title: Latin American Cinema

Hours: 3.0

Credits: 3.0

Prerequisite: CMP(LTT)/ENG 2800 or 2850

Course Description: This course examines major film tendencies and movements vis-à-vis the cultural, literary, and aesthetic movements in 20th and 21st-century Latin America. Special attention is given to the Golden Age of Mexican Cinema, the Cinema Novo, and the Cuban Revolutionary cinema. In addition to the analysis of theoretical trends, film language and terminology, this course also considers issues of social class, racial and sexual identities, ideologies and globalization in Latin America. All films will be digitized and available on Blackboard. Students are expected to view the films on their own time. Not open to students who have completed SPA 4285. (Students will receive credit for either CMP or FLM 3160, not both. These courses may substitute for each other in the F-replacement policy.)

Rationale: Despite the significance of Latin American cinema, a course devoted to its study taught in English is still lacking. SPA 4285 Latin American Cinema is entirely taught in Spanish and is, therefore, geared to a different student population. This course will fill an existing vacuum in the department's curriculum. It will constitute an excellent addition to several minors: Film studies, LACS (Latin American and Caribbean Studies), as well as to a new Multicultural Studies minor being developed by the Department of Modern Languages and Comparative Literature.

Modern Languages and Comparative Literature is considered the home department for this course. CMP/FLM 3160 will be offered annually with a projected enrollment of 25 students. It may be used as an

elective within the Film Studies or Latin American and Caribbean Studies minors, or as a general elective for the BA, BS, and BBA degrees.

AIV:10.6a. Department of Modern Languages and Comparative Literature

Course Number: CMP 3074

Title: Italian American Experience in the U.S.: Culture and Literature

Hours: 3.0

Credits: 3.0

Prerequisite: CMP(LTT)/ENG 2800 or 2850

Course Description: This course examines significant works of literature and culture written in English by mainstream Italian American writers. It concentrates on novels, short stories, and essays from the late 19th century to the present. Special attention is given to issues of cultural identity, social class, race, and gender, as well as immigration and bilingualism. While focusing on the diversity of Italian American literary and cultural modes, this course also explores the sociopolitical contexts in which the works emerged, and the commonalities and differences of the experiences of Italian American diasporas in the U.S.

Rationale: The Department of Modern Languages and Comparative Literature lacks an intensive course on Italian American literary and cultural production in the U.S. CMP 3074 will be offered every two years with a projected enrollment of 23 students. This course may be used as an elective within the Comparative Literature minor, or as a general elective for the BA, BS, and BBA degrees.

AIV:10.7a. Department of Philosophy

Course Number: PHI 2800

Title: Great Works of Philosophy I

Hours: 4.0

Credits: 3.0

Prerequisite: ENG 2150 or equivalent

Course Description: Each section of this writing-intensive course introduces students to at least two great works of world philosophy from the Ancient and Medieval Periods, such as Plato's Republic, Aristotle's Nicomachean Ethics, Cicero's On the Nature of the Gods, Boethius's The Consolation of Philosophy, the Analects of Confucius, the Bhagavad Gita, and Augustine's Confessions. The chosen books, each a great work of world literature, expose students to the thought of at least two different cultures, religions, and historical periods, and exhibit at least two distinct literary forms (such as the dialogue, the poem, the confessional essay or meditation, and the analytic disquisition).

Rationale: Currently, classics in philosophy are presented in excerpted form in sections of PHI 1500. Complete classics are occasionally presented in the 3000-level history of philosophy sequences, but in such cases the classics are from the same historical period and not chosen to exhibit diversity of period or diversity of genre. The important learning experience of studying canonical masterpieces from diverse periods, using tools from both philosophy and literary criticism, is supplied in these new courses. The works treated in this course will be chosen not only for their philosophical and cultural significance but also for their literary merit and accessibility to non-philosophers.

PHI 2800 will be offered every semester with a projected enrollment of 28 students. It may be used as a general elective for the BA, BS, and BBA degrees.

AIV:10.8a. Department of Philosophy**Course Number:** PHI 2850**Title:** Great Works of Philosophy II**Hours:** 4.0**Credits:** 3.0**Prerequisite:** ENG 2150 or equivalent

Course Description: Each section of this writing-intensive course introduces students to at least two great works of philosophy from the Modern and Contemporary periods, such as Descartes's Meditations, Berkeley's Dialogues, John Stuart Mill's On Liberty, Nietzsche's Beyond Good and Evil, Kitaro Nishida's An Inquiry into the Good, S Radhakrishnan's Eastern Religions and Western Thought, and Sartre's Existentialism is a Humanism. The chosen books, each a great work of world literature, expose students to the thought of at least two different cultures and historical periods, and exhibit at least two distinct literary forms (such as the dialogue, the confessional essay or meditation, the analytic disquisition, and the polemic).

Rationale: Currently, classics in philosophy are presented in excerpted form in sections of PHI 1500. Complete classics are occasionally presented in the 3000-level history of philosophy sequences, but in such cases the classics are from the same historical period and not chosen to exhibit diversity of period or diversity of genre. The important learning experience of studying canonical masterpieces from diverse periods, using tools from both philosophy and literary criticism, is supplied in these new courses. The works treated in this course will be chosen not only for their philosophical and cultural significance but also for their literary merit and accessibility to non-philosophers.

PHI 2850 will be offered every semester with a projected enrollment of 28 students. It may be used as a general elective for the BA, BS, and BBA degrees.

AIV:10.9a. Department of Political Science**Course Number:** POL 2280**Title:** The Great Political Debates: The Individual and Society**Hours:** 3.0**Credits:** 3.0**Prerequisite:** ENG 2100 or equivalent

Course Description: This course examines the oldest problem in politics, the relation between the individual and society, by analyzing ancient and modern texts. Among the topics considered are citizenship and its obligations, tolerance, and the scope of public authority.

Rationale: This course fills a gap in the department's course offerings, being the only broad theory course at the 2000-level. POL 2280 will be offered every semester, with a projected enrollment of 35-40 students. It may also be used as an elective within the Political Science major, or as a general elective for the BA, BBA, and BS degrees.

AIV:10.10a. Department of Communication Studies**Course Number:** COM 9626

Title: Counseling the Corporation

Hours: 3.0

Credits: 3.0

Prerequisite: enrollment in the MA in Corporate Communication Program

Course Description: The contemporary business environment calls for decision-makers in corporations and non-profit organizations to engage all their internal and external constituents, honestly, actively, and consistently. The corporate communicator's role must include such strategic expertise and must be part of the strategic planning and decision-making process. This seminar explores the philosophy, competencies, methods, and practices that lead to successful outcomes that can be managed, as well as measured. Readings include papers from the Arthur W. Page Society and The Institute for Public Relations Research. Lectures will focus on case histories drawn from the most significant contemporary events. Students question, examine, and determine best steps for managing current events.

Rationale: Central to a sustainable corporate enterprise is the ability to act strategically. An understanding of the role of the corporate communication function in strategic decision making is a critically important element of that process. Such counsel has become increasingly important in how companies sustain and enhance their reputations. COM 9626 will be offered annually with a projected enrollment of 25 students. It may be used as an elective within the Corporate Communication MA Program.

AIV:10.11a. Department of Mathematics

Course Number: MTH 9882

Title: Fixed Income Risk Management

Hours: 1.5

Credits: 1.5 (7 weeks; 3 hours per week)

Prerequisite: MTH 9814

Course Description: This course covers fixed income products with emphasis on mortgage products. Students will learn to estimate the risk associated with fixed income products portfolios by using quantitative models. Special emphasis will be placed on explaining the pitfalls of the models before the financial crisis and how they have changed post crisis.

Rationale: Risk measurement and risk hedging are among the foremost issues in the financial markets, and fixed income products represent a large part of financial portfolios worldwide. Students will learn about the trading of instruments such as mortgages, corporate bonds, and credit derivatives products, and about the models currently used for measuring and reporting risk. Special emphasis will be placed on analyzing the response of risk management models to the financial crisis. MTH 9882 will be offered annually with a projected enrollment of 25 students; it will serve as an elective course in the Financial Engineering MS Program.

AIV:10.12a. Department of Mathematics

Course Number: MTH 9883

Title: Structured Security Valuation in the Primary Market

Hours: 1.5

Credits: 1.5 (7 weeks; 3 hours per week)

Prerequisite: MTH 9848

Course Description: This course provides hands-on experience with the valuation of structured securities using covariance matrix analysis and Monte Carlo techniques to analyze the probability of credit losses. A sample deal is synthesized by building a cash flow engine using Markov chains and the Banach fixed point theorem to estimate ill-posedness

Rationale: Being able to accurately value the complex credit assets that were a big part of the recent financial crisis is a very important skill in the financial markets. In this class, students will learn how to value such assets accurately and will get hands-on experience in modeling and structuring financial transactions. MTH 9883 will be offered annually with a projected enrollment of 25 students; it will serve as an elective course in the Financial Engineering MS Program.

AIV:10.13a. Department of Mathematics

Course Number: MTH 9884

Title: Machine Learning

Hours: 1.5

Credits: 1.5 (7 weeks; 3 hours per week)

Prerequisite: MTH 9814; MTH 9893

Course Description: This course covers machine learning prediction techniques in the context of efficient markets. Students will test these techniques in the context of various trading strategies, and will investigate correlations with maker directional movements.

Rationale: Machine learning is one of the most successful prediction methods used in practice. Students will study techniques of prediction in conjunction with theories developed from empirical evidence of the efficiency of the markets. They will apply these techniques to increase the return of traditional trading strategies and possibly predict the direction of financial markets over small time periods.

MTH 9884 will be offered annually with a projected enrollment of 25 students; it will serve as an elective course in the Financial Engineering MS Program.

AIV:10.14a. Department of Mathematics

Course Number: MTH 9891

Title: Introduction to Applied Financial Econometrics

Hours: 1.5

Credits: 1.5 (7 weeks; 3 hours per week)

Prerequisite: MTH 9814; MTH 9831

Course Description: This course covers statistical and econometrics methods with applications to finance. Topics include regression models (OLS, ARMA), panel data analysis, GARCH models, PCA, and stationarity/co-integration. These methods will be implemented in Matlab or R.

Rationale: The bases for advanced time series analysis are econometrics and statistical inference methods. Students will study regression models and GARCH models, and will implement them for various practical applications such that principal component analysis and factor models. Students will gain experience with prototyping languages such as Matlab and R, which are becoming the programming languages of choice for

statistical arbitrage. MTH 9891 will be offered annually with a projected enrollment of 25 students; it will serve as an elective course in the Financial Engineering MS Program.

AIV:10.15a. Department of Mathematics**Course Number:** MTH 9893**Title:** Time Series Analysis**Hours:** 1.5**Credits:** 1.5 (7 weeks; 3 hours per week)**Prerequisite:** MTH 9814, MTH 9815, MTH 9831

Course Description: This course covers univariate and multivariate time series analysis, conditional heteroscedastic models, principal component analysis, and factor models. Students will learn about implementing univariate and multivariate volatility models. Note: Students cannot receive credit for both MTH 9867 and MTH 9893

Rationale: Time series analysis is the basis for discovering algorithmic trading strategies. A course on time series analysis covering both theoretical knowledge of time series analysis and practical implementation of univariate and multivariate models, as well as principal component analysis and factor models, will enable the students to understand fundamental implementation issues and increase the level of their practical skills in the job market. MTH 9893 will be offered annually with a projected enrollment of 25 students; it will serve as an elective course in the Financial Engineering MS Program.

AIV:10.16a. Department of Mathematics**Course Number:** MTH 9894**Title:** Algorithmic Trading**Hours:** 1.5**Credits:** 1.5 (7 weeks; 3 hours per week)**Prerequisite:** MTH 9814, MTH 9815, MTH 9831

Course Description: This course covers implementing algorithmic trading strategies and evaluating their performance. The risk management of algorithmic trading strategies, as well as their execution and monitoring are also covered. Note: Students cannot receive credit for both MTH 9867 and MTH 9893

Rationale: Algorithmic trading is of great practical value in financial engineering. A course on algorithmic trading, where both programming skills and theoretical knowledge of the market models to implement algorithmic trading strategies need to be employed concurrently, will enable the students to understand fundamental implementation issues, as well as increase the level of their practical skills on the job market. MTH 9894 will be offered annually with a projected enrollment of 25 students; it will serve as an elective course in the Financial Engineering MS Program.

AIV:10.17a. Department of Mathematics**Course Number:** MTH 9896**Title:** Behavioral Finance**Hours:** 1.5

Credits: 1.5 (7 weeks; 3 hours per week)

Prerequisite: MTH 9814

Course Description: This course covers different areas of behavioral finance such as emotional finance, experimental finance, as well as psychological concepts and behavioral biases. Students will use heuristic rules to analyze movements of the markets in extreme market conditions and estimate the behavioral risk.

Rationale: Behavioral finance is a relatively new, but quickly expanding, field combining behavioral psychology with conventional finance concepts and models. Students will learn about emotional and experimental finance, and how behavioral biases can lead to market inefficiencies. The psychology of risk preferences will be used to perform behavioral risk analysis. MTH 9896 will be offered annually with a projected enrollment of 25 students; it will serve as an elective course in the Financial Engineering MS Program.

AIV:10.1b. Department of Marketing and International Business

Course Number: MKT 3420

Title: Persuasion and Customer Decision Making

Hours: 3.0

Credits: 3.0

Prerequisite: MKT 3000

Course Description: This survey course examines rules and approaches used in decisions by consumers and managers. Topics include the basic structure of decisions; distortions and biases in decision making; the influence of persuasion in decisions; interpersonal processes of persuasion in a business context; and the application of persuasion and decision making to the formation of agreements and deals. The course relies on lectures, readings, class discussions, and role-playing games that ask students to interact in pursuing transactions and exchanges. Through these games, students will develop skills for individual decision making as well as an appreciation of competitive and cooperative interactive contexts.

Rationale: This course surveys models and rules for decision making as they apply primarily to marketing; heuristics, biases, interpersonal and cultural factors that influence individual decisions and group choices; and concepts and techniques for deal-making. Simulations and cases are an important part of the course. Through role-playing, class cases engage students in realistic decision-making and transactions; subsequent class discussion analyzes the path taken in the interactions with other students, and provides feedback about the quality of the agreements produced. Discussions of the process and outcome of group exercises reinforce theoretical connections and generalizations. These exercises allow students to familiarize themselves with decision-making and bargaining concepts as they apply to marketing, and, more important, provide an opportunity for developing one's own approach to business interactions. Participation in this course helps students to develop verbal skills, strategic thinking, and analytical reasoning. It is expected to enroll approximately 40 students, and will be offered twice per academic year. This course will serve as an elective for the Marketing major and as an elective for other business students.

AIV:10.2b. Department of Marketing and International Business

Course Number: IBS 6001H-6002H

Title: International Business Honors

Hours: 6.0

Credits: 6.0

Prerequisite: Seniors, International Business Major, an overall GPA of 3.5 or better, and a written permission

Course Description: This sequence of courses offers students of superior academic achievement the opportunity of working individually with a professor on a major research project that involves in-depth and original research of an empirical and/or theoretical question. The two-course sequence extends across two consecutive semesters. After the first semester the student will receive a "Y" grade and upon completion of the thesis the student will be assigned a final grade that will be counted for both 6001H and 6002H. The degree "with honors" is conferred upon completion of the 6002H course. Open only to seniors who: are majoring in international business; are in good academic standing with an overall GPA of 3.5 or better; and who submit a written proposal and obtain the written permission of a full-time faculty mentor. Three credits of the International Business Honors course may be included as elective credit in the 21-credit major in International Business. The remaining three credits will be counted as a free elective.

Rationale: This course is added to provide International Business majors an opportunity to do an honors thesis. The Course description is consistent with the other Department's honors courses updates in the June 2008 Chancellor's University Report. It is expected to enroll only a few highly motivated students.

AIV:10.3b. Honors Courses to be offered by the Zicklin School of Business

Course Number: BUS 4111H

Title: Financial Reporting and Analysis

Hours: 3.0

Credits: 3.0

Prerequisites: ACC 2101, FIN 3000 and either ACC 2203 or ACC 3000, completion of 61 credits or more, and a 3.6 overall GPA.

Course Description: This course is designed to prepare students to interpret and analyze financial statements effectively. Topics include ratio analysis, liquidity, capital structure, trend analysis, profitability, industry standards, business valuation techniques, and analysis of earnings quality.

Rationale: The course is offered as preparation for the Capstone courses (Venture Creation, Consulting, or Honors Thesis) required in the proposed Zicklin Undergraduate Honors Program. The course objectives include: developing an understanding of the impact of financial reporting issues on firm performance measurement; developing a deeper understanding of the impact of economics on financial reporting; developing an ability to use analytical techniques for understanding firm performance; and developing an understanding of the concepts and methods underlying business valuation. These skills can be leveraged in any of the honor's capstone offerings and should particularly appeal to accounting and finance Honors students. It is expected to enroll approximately 25 students, and will be offered once per academic year. This course will serve as an elective for the Zicklin Honors students.

AIV:10.4b. Honors Course to be offered by the Zicklin School of Business

Course Number: BUS 4112H

Title: Financial Reporting and Analysis

Hours: 3.0

Credits: 3.0

Prerequisites: Completion of 61 credits or more and a 3.6 overall GPA.

Course Description: This course will focus on one specific company or industry each semester. The company or industry may change from semester to semester. Students will explore relevant and current issues affecting the company or industry from an interdisciplinary perspective. The course will be divided into loosely-coupled modules to examine contemporary issues that have impact on that industry/company. An example might be Apple Inc., which straddles the intersection of the Media and Technology industries; topics discussed might include the history of platform wars, the dynamics of the media industry, peer production, net neutrality, and intellectual property rights issues. Student may receive credits for only one of the following: BUS 4112H, BPL5100H or BPL 5100

Rationale: This course has been developed as a part of the curriculum for the new Zicklin Undergraduate Honors Program. This course is designed to be taught as a seminar and will analyze a specific company/industry from an inter-disciplinary perspective. It will examine issues in a modular manner. It is expected to enroll approximately 25 students, and will be offered once per academic year. This course will serve as an elective for Zicklin Honors students.

AIV:10.5b. Honors Course to be offered by the Zicklin School of Business

Course Number: BUS 4113H

Title: Advanced Organizational Behavior

Hours: 3.0

Credits: 3.0

Prerequisites: MGT 3120, completion of 61 credits or more and a 3.6 overall GPA.

Course Description: This course is designed to introduce students to the major concepts, models, theories, and research in organizational behavior, an interdisciplinary field dedicated to developing a better understanding of people at work. It will cover relevant theories and concepts from psychology, sociology, and anthropology. Although the course is analytical and conceptual in nature, the course's primary focus is on applying behavioral science knowledge to the practice of management. The course focuses on individual and small-group processes, managing group and inter-group processes, and improving organizational effectiveness. Topics include perceptual processes (including common perceptual errors such as stereotyping), impact of individual differences (e.g., personality, abilities); diversity issues: decision making; motivation and performance; communication, group formation and process, power, leadership, conflict, and organizational change and development.

Rationale: The course is offered as preparation for the Capstone course (Business Consulting) in the new Zicklin Undergraduate Honors Program. This course is designed to introduce students to the major concepts, models, theories, and research in organizational behavior, an interdisciplinary field dedicated to developing a better understanding of people at work. The objectives of this course are knowledge, respect for theory and research, application and skills. It is expected to enroll approximately 25 students, and will be offered once per academic year. This course will serve as an elective for Zicklin Honors students.

AIV:10.6b. Honors Course to be offered by the Zicklin School of Business

Course Number: BUS 4114H

Title: Perspectives on Global Business and Economic Development

Hours: 3.0

Credits: 3.0

Prerequisites: Completion of 61 credits or more, and a 3.6 overall GPA.

Course Description: This course encourages students to think critically about the role of business in economic development. It will consider various theories of the role of business in economic development. These theoretical underpinnings will be used to examine and understand recent economic development in New York City, the US, and parts of the developing world. Students will be expected to critically compare the effects of economic forces on business development in different locales.

Rationale: The course has been developed as a part of the curriculum for the new Zicklin Undergraduate Honors Program. It is designed to encourage students to think critically about the role of business in economic development. It is expected to enroll approximately 25 students and will be offered once per academic year. This course will serve as an elective for Zicklin Honor students.

AIV:10.7b. Honors Course to be offered by the Zicklin School of Business

Course Number: BUS 6100H

Title: Business Consulting

Hours: 3.0

Credits: 3.0

Prerequisites: BUS 4113H, completion of nine credits of 4000 level Zicklin Honors courses; a minimum of 61 credits, completion of at least 60% of the major, and an overall GPA of 3.6.

Course Description: Business Consulting is a course in which students will apply what they have learned to a real organizational challenges. Students will be part of a consulting team that will, guided by the senior partners at BHC (the professors), complete a consulting project. This course is based on the concepts of experiential learning –integrating theories, models, and ideas from previous coursework and applying them to an organizational problem or opportunity and presenting their ideas to clients. The team will identify and meet with a client, target a specific client problem or goal, complete the necessary analyses, and provide recommendations in both a written report and class presentation. Samples of problems include a market's segmentation, production issues, analysis of a new financial instrument or a financial product, and identifying new international markets or clients. Throughout the process the teams are expected to apply high ethical standards and produce creative yet pragmatic recommendations.

Rationale: This course will serve as one of three capstone courses for the new Zicklin Undergraduate Honors Program. The course will train students to apply theories and models from all fields of business, to solve business problems and dilemmas. It will provide students with opportunities to develop and practice consulting skills. It will train students in evaluations of business consulting projects and reports and provide them with professional communication and presentation skills. The course will focus on the nature and purpose of management consulting; the range and scope of consulting services; the consultant-client relationship; consulting and organizational change; consulting and culture; and professionalism and ethics in consulting. It is expected to enroll approximately 25 students, and will be offered once per academic year. This course will serve as one of the capstone courses for the Zicklin Honors Program.

AIV:10.8b. Honors Course to be offered by the Zicklin School of Business

Course Number: BUS 6901H-6902H

Title: Honors Thesis in Business

Hours: 6.0

Credits: 6.0

Prerequisites: Open only to seniors who are majoring in business, who have completed 60 % of the major, nine credits of Zicklin Honors courses and an overall GPA of 3.6 or better.

Course Description: These courses provide students with the opportunity to conduct an independent research project on a topic of choice (within their major) under the supervision of a professor. The sequence is composed of two parts. In 6901H students are required to familiarize themselves with a chosen topic by reviewing the existing literature, collecting data in the case of an empirically oriented thesis, and formulating detailed research questions. In 6902H students are expected to complete the research project in the form of a written thesis. Students will meet with the instructor on a regular basis to discuss progress and issues related to the thesis. At the discretion of the instructor, mid-sequence (end of 6901H) and final (end of 6902H) presentations can be scheduled and/or students might be required to submit an early draft of their thesis at the end of 6901H. At the end of the sequence of two classes, students submit the written thesis to the instructor.

Rationale: This proposal introduces a thesis course for Zicklin Honors students. It serves as one of three capstone courses for the new Zicklin Undergraduate Honors Program. It is expected to enroll approximately 25 students, and will be offered once per academic year. This course will serve as an elective for Zicklin Honors students.

AIV:10.9b. Honors Course to be offered by the Zicklin School of Business

Course Number: BUS 6300H

Title: Entrepreneurial Venture Creation

Hours: 3.0

Credits: 3.0

Prerequisites: This course is available only to students not majoring in Entrepreneurship. Completion of nine credits of 4000 level Zicklin Honors courses, a minimum of 61 credits, completion of at least 60% in the major, and an overall GPA of 3.6.

Course Description: This course will provide an overview of entrepreneurship and entrepreneurial leadership. Its main focus is on specific issues and stages, as well as the actual process of developing a new venture using a team approach. Each team will produce a detailed business plan and present their business plan to the class for feedback and critique. Through this experiential learning activity, students will be equipped with entrepreneurial tools for their careers.

This course will use a variety of instructional tools to introduce the concept of venture start-ups and business plans. During the semester, students will be engaged in the following activities: (1) classroom lectures; (2) listening to guest speakers and to speeches online; (3) analyzing business cases; and (4) conducting independent research on various aspects of starting and operating a new venture. Students may not retain credits for BUS 6300H and MGT 4961 or MGT 4963. This course is available only to students not majoring in Entrepreneurship.

Rationale: This course serves as one of three capstone courses for the Zicklin Honors Program. The purpose of this capstone course is to enable honors students to understand the core foundations of entrepreneurship and to move through the process of initiating a profit or not-for-profit venture. Students will go through the stages of conceptualizing the new venture, understanding feasibility, and then developing a case for the creation of this venture through the preparation of a detailed and viable business plan. It is expected to enroll approximately 25 students, and will be offered once per academic year. This course will serve as an elective for Zicklin Honors students.

AIV:10.1p. The following is a new course in the MPA Program in the School of Public Affairs.

HEGIS Code: 2102.00

Program Code: 01966

Effective: Fall 2012

Course Number: PAF 9215

Title: Public Policy and the Culture of Science

Hours: 3.0

Credits: 3.0

Prerequisites or Co-requisite: PAF 9100

Course Description: The course will review the impact on public policy of fundamental developments in science and mathematics that have challenged our assumptions of reality. We will examine the impact on our culture of evolution, quantum physics, relativity, chaos theory, and other radical departures from traditional perspectives on the human condition.

Rationale: Our curriculum covers an array of courses that consider politics, the law, economics, quantitative analysis, communications, administrative management, and other topics. These courses generally assume that public service can be improved through a more scientific approach to administration. Newtonian assumptions about an ordered, balanced universe and linear analysis with its clear connection between cause and effect are so familiar and powerful that they risk leading students to miss how unsettled are the scientific foundations of our current learning. An introduction to the mysteries of quantum physics or the factors at play in chaos or complexity theory can be a useful contribution to putting their scholarly and professional efforts in a more substantial perspective.

This course is an elective for the MPA program, to be offered once per year with a projected enrollment of 20-25 students.

Section AV: Changes in Existing Courses

AV:10.1a. Change in Prerequisites

From: COM 4005 Public Relations Writing		To: COM 4005 Public Relations Writing	
Prerequisites	COM 3800	Prerequisites	COM 1010 and ENG 2150; COM 3800 is recommended as a pre/co-requisite

Rationale: While exposure to the field of Public Relations may be useful, completion of COM 3800 Principles of Public Relations is not essential to succeeding in COM 4005. The pre-requisites are being changed to COM 1010, which is in-line with the department's other course offerings, and ENG 2150 to ensure the necessary level of communication and writing skills. COM 4005 will be offered annually with a projected enrollment of 28 students. This course may be used as an elective within the Corporate Communication major, the Communication Studies minor, or as a general elective for the BA, BBA, and BS degrees.

AV:10.2a. Change in Prerequisites

From: COM 4010 Public Relations Campaigns		To: COM 4010 Public Relations Campaigns	
Prerequisites	COM 3800	Prerequisites	COM 1010 and ENG 2150; COM 3800 is recommended as a pre/co-requisite

Rationale: While exposure to the field of Public Relations may be useful, completion of COM 3800 Principles of Public Relations is not essential to succeeding in COM 4010. The pre-requisites are being changed to COM 1010, which is in-line with the department's other course offerings, and ENG 2150 to ensure the necessary level of communication and writing skills. COM 4010 will be offered annually with a

projected enrollment of 28 students. This course may be used as an elective within the Corporate Communication major, the Communication Studies minor, or as a general elective for the BA, BBA, and BS degrees.

AV:10.3a. Change in Discipline Code, Description, and Prerequisites

From: FPA 3041 Special Topics in New Media and Interdisciplinary Art		To: NMA 3041 Special Topics in New Media and Interdisciplinary Art	
Description	This course uses a combination of studio projects, lectures, and museum and gallery visits to explore a variety of specific concepts and approaches in New Media and interdisciplinary art. The topic, which differs each semester, draws on the expertise of regular or visiting faculty members or on special exhibitions or cultural events in New York City. Students may be allowed to take this course a second time for credit in semesters in which content is different from the previous offering.	Description	This course uses a combination of studio projects, lectures, and museum and gallery visits to explore a variety of specific concepts and approaches in New Media and interdisciplinary art. The topic, which differs each semester, draws on the expertise of regular or visiting faculty members or on special exhibitions or cultural events in New York City. Students may be allowed to take this course a second time for credit in semesters in which content is different from the previous offering. <u>Formerly FPA 3041. These courses may substitute for each other in the F-replacement policy if the topics are the same. Students who have completed FPA 3041 once may enroll in NMA 3041 once if the topic is different.</u>
Prerequisites	Departmental permission	Prerequisites	NMA 2050 or departmental permission.

Rationale: Changing the course designation from FPA to NMA (New Media Arts) will associate the course with the proposed new Tier III Minor in New Media Arts within the Department of Fine and Performing Arts. Adding the proposed new course, NMA 2050, Introduction to New Media Arts, as the prerequisite reflects the fact that NMA 2050 will prepare students for all advanced New Media Arts coursework at the 3000 level.

NMA 3041 will be offered annually with a projected enrollment of 24 students. This course may be used as an elective within the Business Communication major (Graphic Communication), within the Tier III minors in Art (Graphics) and New Media Arts, or as a general elective for the BA, BS, and BBA degrees.

AV:10.4a. Change in Title and Description

From: MTH 4135 Methods of Monte Carlo Simulation		To: MTH 4135 <u>Computational Methods in Probability</u>	
Description	This course will introduce the student to the basic techniques of simulating randomized systems via computer. Topics include generating discrete and continuous random variables; simulating general Markov chains; variance reduction techniques; and statistical analysis of	Description	<u>This course is an introduction to the numerical techniques of Monte Carlo simulation and recursion in applications where randomness occurs. Topics include: random number generators; generating discrete and continuous random variables; simulating systems with randomness; variance reduction</u>

simulation output. Applications will be drawn from finance, actuarial science, natural sciences, and queuing theory.	<u>techniques; optimization via recursion. Applications will be drawn from finance, insurance, and various other business settings.</u>
---------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------

Rationale: The content of this proposed course overlaps substantially with the current version, "Methods of Monte Carlo Simulation." The intent is to include new material involving recursive optimization techniques that arise in asset valuation problems in finance. These applications range from the valuation of "exotic" equity-based options to the valuation of "path-dependent" interest rate derivatives. Other applications previously included in the curriculum, such as those from the natural sciences, will be accorded lesser priority.

This represents a shift in focus that is consistent with direction in which the Mathematics department is moving. This course will fit in nicely with the department's MFE program, possibly generating additional interest in the program among our undergraduates. Also, 4135 is a suggested course in our relatively new "Mathematics of Finance Concentration" for math majors. This modification in course content makes the course a better fit for that concentration. Finally, this new content represents roughly 25% of the subject matter included in the "Models for Financial Economics" actuarial exam, enhancing the course's relevance for our actuarial science majors.

MTH 4135 will continue to be offered annually with a typical enrollment of 20 students. This course may be used as an elective within the Mathematics and Actuarial Science majors, or as a general elective for the BA, BS, and BBA degrees.

AV:10.5a. Change in Title

From: PHI 1700 Ethical Theories		To: PHI 1700 <u>Global Ethics</u>	
Description	This course is a study of the major ethical theories, such as utilitarianism and intuitionism, and of specific moral problems, such as abortion, suicide, euthanasia, war crimes, and genocide.	Description	This course is a study of the major ethical theories, such as utilitarianism and intuitionism, and of specific moral problems, such as abortion, suicide, euthanasia, war crimes, and genocide.

Rationale: Sections of PHI 1700 always begin with the problem of ethical relativism, and when they proceed to the various ethical systems and their justifications, those systems are presented as universalistic alternatives to varying cultural codes. The new title will bring out the "relativism/universalism" axis already present in the course, while integrating the course better with various initiatives concerning globalization that are currently underway in the college. It will also serve to emphasize the global relevance of various issues in applied ethics (such as, for instance, environmental duties to future generations, duties of economic aid, and the justifiability of war) addressed in every section of PHI 1700.

PHI 1700 will continue to be offered every semester with a typical enrollment of 40 students. This course may be used to satisfy the Tier II Philosophy requirement, or as a general elective for the BA, BS, and BBA degrees.

AV:10.6a. Change in Number, Description, and Prerequisite

From: PHI/AAS/REL 3155 Philosophies from India		To: PHI/AAS/REL <u>2155</u> Philosophies from India	
Description	This course examines the development of the major schools of Indian philosophy: Vedanta, Samkhya, Yoga, and Jainism.	Description	This course examines the development of the major schools of Indian philosophy: Vedanta, Samkhya, Yoga, and Jainism. The

	<p>The goal of all of these philosophies is liberation. As such, the course will investigate Indian views of the soul, God, and the nature of reality to explore the roles that these concepts play in their theories of liberation.</p> <p>(This course is cross-listed as AAS 3155 and REL 3155. Students may receive credit for PHI 3155, AAS 3155, or REL 3155. These courses may not substitute for each other in the F-grade replacement policy.)</p>		<p>goal of all of these philosophies is liberation. As such, the course will investigate Indian views of the soul, God, and the nature of reality to explore the roles that these concepts play in their theories of liberation.</p> <p>(This course is cross-listed as AAS <u>2155</u> and REL <u>2155</u>. Students may receive credit for PHI <u>2155</u>, AAS <u>2155</u>, or REL <u>2155</u>. These courses may not substitute for each other in the F-grade replacement policy.)</p>
Prerequisite	One course in philosophy.	Prerequisite	<u>ENG 2150</u>
Pre/co-requisite	ENG/LTT 2800 or 2850 or permission of the instructor.		

Rationale: The current requirement, “one course in philosophy,” is de facto “one course in western philosophy.” The prerequisite of one 1000-level philosophy course, common to all three Asian philosophy courses as they currently stand, can be met by students if they take PHI 1500 (Major Issues in Philosophy), PHI 1600 (Logic and Moral Reasoning), or PHI 1700 (Ethical Theories). But since this requirement does not in fact prepare students for the study of Asian philosophy, it is superfluous. The courses should be considered sui generis.

It is also felt that the Asian philosophy courses as taught expect the students to demonstrate a somewhat lower level of technical sophistication and expertise than the other 3000-level courses offered by the Department of Philosophy do, and it is thought desirable that this difference in expectations be explicitly marked by dropping the Asian Philosophy courses to the 2000-level. Removing ENG/LTT 2800 or 2850 as a pre/co-requisite, and including ENG 2150 as a prerequisite will make this course available to more students, while still ensuring that students are prepared for the writing expected in the course. Corresponding changes are being made to the cross-listed courses in the Asian and Asian American Studies and Religion and Culture Programs.

PHI/AAS/REL 2155 will continue to be offered annually with a typical enrollment of 40 students. It may be used as an elective within the Philosophy major, to satisfy the BA cultural studies requirement, or as a general elective for the BA, BS, and BBA degrees.

AV:10.7a. Change in Number, Description, and Prerequisite

From: PHI/AAS/HIS/REL 3465 Classical Buddhism		To: PHI/AAS/HIS/REL <u>2155</u> Classical Buddhism	
Description	Classical Buddhism explores the theory and practice of Buddhism as it originated in India and spread to Tibet and eastern Asia. In addition to examining the life and teachings of the historical Buddha, the course investigates Indian Buddhism after the turn of the Common Era, as well as the theories and practices of Tibetan and Zen Buddhism. (This course	Description	Classical Buddhism explores the theory and practice of Buddhism as it originated in India and spread to Tibet and eastern Asia. In addition to examining the life and teachings of the historical Buddha, the course investigates Indian Buddhism after the turn of the Common Era, as well as the theories and practices of Tibetan and Zen Buddhism. (This course is cross-listed as AAS <u>2165</u> ,

	is cross-listed as AAS 3165 , HIS 3165 , and REL 3165 . Students may receive credit for PHI 3155 , AAS 3165 , HIS 3165 , or REL 3165 . These courses may not substitute for each other in the F-grade replacement policy.)		HIS <u>2165</u> , and REL <u>2165</u> . Students may receive credit for PHI <u>2165</u> , AAS <u>2165</u> , HIS <u>2165</u> , or REL <u>2165</u> . These courses may not substitute for each other in the F-grade replacement policy.)
Prerequisite	One course in philosophy.	Prerequisite	ENG 2150
Pre/co-requisite	ENG/LTT 2800 or 2850 or permission of the instructor.		

Rationale: The current requirement, “one course in philosophy,” is de facto “one course in western philosophy.” The prerequisite of one 1000-level philosophy course, common to all three Asian philosophy courses as they currently stand, can be met by students if they take PHI 1500 (Major Issues in Philosophy), PHI 1600 (Logic and Moral Reasoning), or PHI 1700 (Ethical Theories). But since this requirement does not in fact prepare students for the study of Asian philosophy, it is superfluous. The courses should be considered sui generis.

It is also felt that the Asian philosophy courses as taught expect the students to demonstrate a somewhat lower level of technical sophistication and expertise than the other 3000-level courses offered by the Department of Philosophy do, and it is thought desirable that this difference in expectations be explicitly marked by dropping the Asian Philosophy courses to the 2000-level. Removing ENG/LTT 2800 or 2850 as a pre/co-requisite, and including ENG 2150 as a prerequisite will make this course available to more students, while still ensuring that students are prepared for the writing expected in the course. Corresponding changes will be made to the cross-listed courses in the Asian and Asian American Studies and Religion and Culture Programs, and the History Department.

PHI/AAS/HIS/REL 2165 will continue to be offered annually with a typical enrollment of 40 students. It may be used as an elective within the Philosophy major, to satisfy the BA cultural studies requirement, or as a general elective for the BA, BS, and BBA degrees.

AV:10.8a. Change in Number, Description, and Prerequisite

From: PHI/AAS/HIS 3170 Classical Chinese Philosophy		To: PHI/AAS/HIS/ <u>2170</u> Classical Chinese Philosophy	
Description	This course provides a systematic introduction to Chinese philosophy and its classical schools, including Confucianism, Moism, Daoism, and Legalism. These schools will be studied by considering their responses to central philosophical problems, as well as by their responses to each other and their larger historical context. Their central teachings will, moreover, be analyzed in light of modern philosophical theories, in particular normative ethical theories. (This course is cross-listed as AAS 3170 and HIS 3170 . Students may receive credit for	Description	This course provides a systematic introduction to Chinese philosophy and its classical schools, including Confucianism, Moism, Daoism, and Legalism. These schools will be studied by considering their responses to central philosophical problems, as well as by their responses to each other and their larger historical context. Their central teachings will, moreover, be analyzed in light of modern philosophical theories, in particular normative ethical theories. (This course is cross-listed as AAS <u>2170</u> and HIS <u>2170</u> . Students may receive credit for PHI <u>2170</u> , AAS <u>2170</u> , or HIS <u>2170</u> . These courses

	PHI 3170 , AAS 3170 , or HIS 3170 . These courses may not substitute for each other in the F-grade replacement policy.)		may not substitute for each other in the F-grade replacement policy.)
Prerequisite	PHI 1500, 1600, or 1700	Prerequisite	ENG 2150

Rationale: As the current prerequisites, PHI 1500, 1600, or 1700, do not in fact prepare students for the study of Asian philosophy, they are superfluous. Including ENG 2150 as a prerequisite will make this course available to more students, while still ensuring they are prepared for the writing expected in the course. Corresponding changes will be made to the cross-listed courses in the Asian and Asian American Studies Program and the History Department.

It is also felt that the Asian philosophy courses as taught expect the students to demonstrate a somewhat lower level of technical sophistication and expertise than the other 3000-level courses offered by the Department of Philosophy do, and it is thought desirable that this difference in expectations be explicitly marked by dropping the Asian Philosophy courses to the 2000-level.

PHI/AAS/HIS 2170 will continue to be offered annually with a typical enrollment of 40 students. It may be used as an elective within the Philosophy major, to satisfy the BA cultural studies requirement, or as a general elective for the BA, BS, and BBA degrees.

AV:10.9a. Change in Hours and Credits

From: MTH 9842 Linear and Quadratic Optimization Techniques		To: MTH 9842 Linear and Quadratic Optimization Techniques	
Hours	3	Hours	1.5
Credits	3	Credits	1.5

Rationale: This course was offered to the first cohort of students in the Spring 2003 semester on a 14 week schedule, and twice since. More than a third of the course was devoted to fundamental probability topics and other topics that are now covered in the pre-requisite courses. Six new elective Spring semester courses have also been introduced since 2003. We propose a 7 week 1.5 credit course that covers all the fundamental optimization techniques, without covering fundamental probability topics. This will increase the ability of the students to take the course in conjunction with other course offerings. MTH 9842 serves as an elective within the Financial Engineering MS Program; it will be offered annually with a typical enrollment of 18-25 students.

AV:10.10a. Change in Hours and Credits

From: MTH 9865 Commodities and Futures Trading		To: MTH 9865 Commodities and Futures Trading	
Hours	3	Hours	1.5
Credits	3	Credits	1.5

Rationale: This course was first offered in the Fall 2010 semester on a 14 week schedule as a third semester course for graduating students, with a half of the course being empirical proprietary trading strategies. Three new 7 week 1.5 credit third semester courses have been added since. The new version of this course will focus less on proprietary commodities trading, which has been reduced due to the current regulatory environment, while covering the same fundamental knowledge. This will increase the ability of the students to take the course in conjunction with other course offerings. MTH 9865 serves as an elective within the Financial Engineering MS Program; it will continue to be offered annually with a typical enrollment of 18-25 students.

AV:10.1b. Changes in Pre or Co-requisite

From: MKT 4120		To: MKT 4120	
Title	Media Planning	Title	Media Planning
Prerequisite	MKT 3000	Prerequisite	MKT 3000 and MKT 3520
Pre or co-requisite:	MKT 3520		

Rationale: Students should know all the components of advertising strategy taught in MKT 3520 before studying about one of them, media planning. Media Planning MKT 4120 describes how advertising and media planning agencies analyze data and use the results to make decisions about which media to use in an advertising campaign. Therefore, prior knowledge of how ad campaigns are developed (studied in MKT 3520) is necessary in order to take MKT 4120. This is part of an effort to streamline and rationalize the course sequencing for the Advertising track within the Marketing major.

AV:10.2b. Changes in Pre or Co-requisite

From: MKT 4131		To: MKT 4131	
Title	Persuasive Communication	Title	Persuasive Communication
Prerequisite	MKT 3000 and MKT 3520 or equivalent	Prerequisite	MKT 3000 and MKT 3520

Rationale: This change eliminates the ambiguity associated with the term “or equivalent.”

AV:10.3b. Changes in Pre or Co-requisite

From: MKT 4151		To: MKT 4151	
Title	Direct and Interactive Marketing	Title	Direct and Interactive Marketing
Prerequisite	MKT 3000, MKT 3520	Prerequisite:	MKT 3000
		Pre-or co-requisite:	MKT 3520

Rationale: Direct consists of all communications efforts that a brand makes to reach out to consumers directly (e.g., direct mail, digital media, etc.) Direct marketing is a marketing communication tool, part of the mix that MKT 3520 describes. Students who finish MKT 4151 should know how Direct Marketing fits with all other marketing communications tools (taught in MKT 3520), but this knowledge is not necessary before they take the course. This is part of an effort to streamline and rationalize the course sequencing for the Advertising track within the Marketing major.

AV:10.4b. Changes in and Pre or Co-requisite

From: MKT 4152		To: MKT 4152	
Title	Direct Marketing II: Database Marketing and Managing The Creative Process	Title	Direct Marketing II: Database Marketing and Managing The Creative Process
Prerequisite	MKT 4151 or Department permission	Prerequisite:	MKT 3000,
		Pre or co-	MKT 3520

	<u>requisite:</u>	
--	-------------------	--

Rationale: MKT 4151 and MKT 4152 are not part of a sequence and are standalone courses. Each discusses different aspects of direct marketing. Direct marketing consists of all communications efforts that a brand makes to reach out to consumers directly (e.g., direct mail, digital media, etc.). Direct marketing is a marketing communication tool, part of the mix that MKT 3520 describes. Students who finish MKT 4152 should know how Direct Marketing fits with all other marketing communications tools (taught in MKT 3520), but this knowledge is not necessary before they take the course. This is part of an effort to streamline and rationalize the course sequencing for the Advertising track within the Marketing major.

AV:10.5b. Changes in Pre or Co-requisite

From: MKT 4171		To: MKT 4171	
Title	Public Relations	Title	Public Relations
Prerequisite	MKT 3000 and MKT 3520	Prerequisite	MKT 3000
		Pre or co-requisite	MKT 3520

Rationale: Covering all the topics in a MKT 3520 course is not necessary before studying about Public Relations, so both courses could be taken concurrently. Public Relations is a marketing communication tool, part of the mix that MKT 3520 describes. Students who finish MKT 4171 should know how public relations fits with all other marketing communications tools (taught in MKT 3520), but this knowledge is not necessary before they take the course. This is part of an effort to streamline and rationalize the course sequencing for the Advertising track within the Marketing major.

AV:10.6b. Changes in Pre or Co-requisite

From: MKT 4557		To: MKT 4557	
Title	Digital Advertising	Title	Digital Advertising
Prerequisite	MKT 4555	Prerequisite	MKT 3520 or MKT 4555
		or Co-requisite	

Rationale: Students should acquire knowledge of either internet marketing or advertising strategies in conjunction with this class, so by the end of the semester they know how digital advertising fits with either field. Digital advertising is a marketing communication tool, part of the mix that MKT 3520 and MKT 4557 describe. Students who finish MKT 4171 should know how digital advertising fits with all other marketing communications tools (taught in MKT 3520 or MKT 4557), but this knowledge is not necessary before they take the course. This change will enable students in either the digital marketing or advertising tracks to take this class without having to add an extra course as a pre- or co-requisite (students in the digital marketing track have to take MKT 4555 and advertising track students have to take MKT 3520). This is part of an effort to streamline and rationalize the course sequencing for the Advertising track within the Marketing major.

AV:10.7b. Changes in Pre or Co-requisite

From: MKT 5150		To: MKT 5150	
Title	Advertising Campaigns	Title	Advertising Campaigns
Prerequisite	Senior status	Prerequisite	MKT 3520

Rationale: Students should know the basics of advertising (taught in MKT 3520) before taking this class. MKT 5150 is a hands-on class that consists of students developing an advertising strategy for a real brand, including research and planning the campaign. Limiting the class to seniors is overly restrictive and prevents them from being able to take MKT 5151, the second part of the class, which is a separate course that focuses on the tactics for the strategy created in MKT 5150.

AV:10.8b. Changes in Pre or Co-requisite

From: MKT 5750		To: MKT 5750	
Title	Marketing Strategy	Title	Marketing Strategy
Prerequisite	MKT 3000 and MKT 3600	Prerequisite	MKT 3000 and <u>MKT 3605</u>

Rationale: MKT 3600 is a pure market research course and this narrow focus is only a very small part of the necessary introductory marketing material required to take the capstone course MKT 5750. Consumer Behavior (MKT 3605) covers a broader array of topics including cultural, social, personal, and psychological factors of marketing, as well as buying behaviour attributes. Therefore, MKT 3605 provides students a much better foundation to create a marketing strategy, a key component of the capstone course. Because we only require two courses before a student can take the capstone course, this change is required.

AV:10.9b. Changes in Prefix, Description and Pre or Co-requisite

From: MGT/MKT 4966		To: MKT 4966	
Title	Social Media Marketing and New Ventures	Title	Social Media Marketing and New Ventures
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.	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		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. 3 hours, 3 credits.		opportunity. (Students who have taken MGT 4966 or MKT 4966 prior to spring 2012 will receive credit for either MGT 4966 or MKT 4966, not both. Students who take MGT 4966 from spring 2012 onward may receive credit for both MGT 4966 and MKT 4966)
Prerequisite	MGT 3420 and MKT 3000 and Co-requisite: MKT 4555	Prerequisite	MKT 3000, Pre-requisite or Co-requisite MKT 4555 or MKT 3520

Rationale: We are not offering this class in conjunction with MGT program any longer. Students should acquire knowledge of either internet marketing (MKT 4555) or advertising strategies (MKT 3520) in conjunction with this class, so by the end of the semester they know how social media fits with either field. This will enable both digital marketing and advertising majors to take this class without having to add an extra course as a pre- or co-requisite.

AV:10.10b. Changes in Prefix, Title, Description Pre or Co-requisite

From: MGT 4966/MKT 4966		To: MGT 4966	
Title	Social Media Marketing and New Ventures	Title	Social Business: Social Networking for Entrepreneurs
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.	Description	The objective of this course is to provide students with the requisite skills to understand and be able to identify and evaluate how new ventures and existing enterprises are utilizing social communication to create more transparent information networks by engaging and connecting internal and external stakeholders. These social networks are multidimensional and, since information is highly transparent and accessible, help enterprises to both speed up business development as well as manage entrepreneurial risk more proactively.
	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.		Similar to the real world business development process, this course emphasizes small business studies and entrepreneurship relative to new and established ventures that use social networking to address issues including company leadership, marketing, HR, finance, and computer information systems. Specifically, the course is designed to give students the opportunity to explore the power of new social networking strategies/tools through a series of case studies (e.g. IBM, Facebook, Google) and develop a social business strategy for an

			<p><u>existing business or new venture. Students will actively explore how social networking transcends personal and professional relationships, and ultimately answer the question: "How can social communication enhance my entrepreneurial new venture?"</u> <u>Students who have taken MGT 4966 or MKT 4966 prior to spring 2012 will receive credit for either MGT 4966 or MKT 4966, not both. Students who take MGT 4966 from spring 2012 onward may receive credit for both MGT 4966 and MKT 4966.</u></p>
Prerequisite	MGT 3120 and MKT 3000 and Co-requisite: MKT 4555	Prerequisite	MGT 3120

Rationale: MGT 4966/MKT 4966 was proposed and approved as a new course in Fall 2009 and has been cross-listed with the Department of Marketing and International Business. Although this course represents the study of a growing and very important aspect of entrepreneurship, we have refocused the course name and description to clearly address and focus on the newly emerging notion of entrepreneurial social businesses, which use social communication strategy to connect internal and external stakeholders. This course provides a framework to examine and discuss how the entrepreneur can identify and develop a social business strategy for his/her entrepreneurial venture. To this end, we are proposing to list it solely as a Management course: MGT 4966 Social Business: Social Networking for Entrepreneurs. Please note that students who have taken MGT 4966 or MKT 4966 prior to spring 2012 will receive credit for either MGT 4966 or MKT 4966, not both. Students who take MGT 4966 from spring 2012 onward may receive credit for both MGT 4966 and MKT 4966.

Also in the light of this course refocusing, we have changed the "pre- or corequisite" to a prerequisite of MGT 3120. The marketing issues will be minimized in this new revised course We have informed the Department of Marketing and International Business about our plans to refocus MGT 4966 and they are in agreement with the intent and implementation of this proposal.

AV:10.11b. Change in Course Description

From: CIS 2200		To: CIS 2200	
Title	Introduction to Information Systems and Technologies	Title	Introduction to Information Systems and Technologies
Description	This course introduces the student to the use of computers and other information systems technologies in organizations. Topics include management information systems (MIS), hardware and software concepts, organization of information, elements of systems analysis and design, telecommunications, and contemporary applications of computers in organizational environments. Students will explore the ethical and globalization issues that have developed with the use of	Description	<u>This course introduces the student to the application of information systems in organizations. Topics include Information Systems strategy, basic components of Information Technology infrastructure including hardware, software, networking and telecommunications, database management, and systems development. Students will explore the ethical and global issues that have developed with the use of information systems and will cultivate an awareness of changes in the field with the use of business periodicals.</u>

	information systems and will cultivate an awareness of changes in the field with the use of business periodicals.		
	Working individually and in groups, students will apply their knowledge through written analysis of case studies, conducting information and organizational analyses and developing, where appropriate, applications using widely used spreadsheet, data presentation, and database management software. (CIS 1357 may not be used in lieu of CIS 2200 to satisfy the prerequisite to any intermediate or advanced CIS course. Students may receive credit for both CIS 1357 and CIS 2200).		Working individually and in groups, students will apply their knowledge through case analyses and by solving business problems using appropriate software solutions including spreadsheets and databases. (CIS 1357 may not be used in lieu of CIS 2200 to satisfy the prerequisite for any intermediate or advanced CIS course. Students may receive credit for both CIS 1357 and CIS 2200).
Prerequisites	CIS 1000 (or equivalent) and BUS 1000	Prerequisite	BUS 1000

Rationale: With the elimination of the spreadsheet skills testing procedure administered through SIMNET, CIS1000 or equivalent no longer is a pre-requisite for CIS 2200.

AV:10.12b. Change in Course Prerequisite

From: STA 2000		To: STA 2000	
Title	Business Statistics I	Title	Business Statistics I
Description	A one-semester broad-based introductory business statistics course that focuses on descriptive statistics, control charts, regression, and inferential statistics. Topics covered include graphical methods, descriptive statistics with exploratory data analysis, an introduction to control charts (with a focus on special cause and common cause variation), linear regression and correlation, the normal distribution and sampling distribution of the mean, estimation for means and proportions, and hypothesis testing for one and two groups. Students will use a microcomputer statistical package for analyzing selected data sets. This course is required for all BBA students. Credit can be received for only one of the following: STA 2000 or 2100.	Description	A one-semester broad-based introductory business statistics course that focuses on descriptive statistics, control charts, regression, and inferential statistics. Topics covered include graphical methods, descriptive statistics with exploratory data analysis, an introduction to control charts (with a focus on special cause and common cause variation), linear regression and correlation, the normal distribution and sampling distribution of the mean, estimation for means and proportions, and hypothesis testing for one and two groups. Students will use a microcomputer statistical package for analyzing selected data sets. This course is required for all BBA students. Credit can be received for only one of the following: STA 2000 or 2100.
Prerequisites	Sophomore status, CIS 1000 or 2200, and MTH 2001 or 2301 or	Prerequisites	Sophomore status, <u>MTH 2003, and Pre- or co-requisite: CIS 2200.</u>

equivalent.

Rationale: With the elimination of the spreadsheet testing procedure administered through SIMNET, CIS1000 or equivalent is no longer a pre-requisite for STA 2000 and CIS 2200 may be taken concurrently with STA 2000. For this reason, that section of the pre-requisite has been eliminated. The math course number is being changed to reflect current numbering.

AV:10.13b. Change in Course Description and Prerequisite

From: STA 2100		To: STA 2100	
Title	Statistics for Social Science	Title	Statistics for Social Science
Description	An introduction to statistical concepts and methods of organizing, presenting, and analyzing quantitative data. Emphasis will be on the application of these tools in making inferences and decisions from experimental and observational data. Includes measurement scales; descriptive statistics; basic probability and probability distributions; concepts of sample, population, and sampling distribution; elements of statistical inference; one-way and two-way analysis of variance; and an introduction to correlation and regression analysis.	Description	An introduction to statistical concepts and methods of organizing, presenting, and analyzing quantitative data. Emphasis will be on the application of these tools in making inferences and decisions from experimental and observational data. Includes measurement scales; descriptive statistics; basic probability and probability distributions; concepts of sample, population, and sampling distribution; elements of statistical inference; one-way and two-way analysis of variance; and an introduction to correlation and regression analysis.
	The following distributions are examined and applied to the solution of problems: binomial, normal, t, and F distributions. Techniques for using the computer as a tool in the analysis of statistical problems will be introduced.		The following distributions are examined and applied to the solution of problems: binomial, normal, t, and F distributions. Techniques for using the computer as a tool in the analysis of statistical problems will be introduced. <u>Beginning in Summer 2012, STA 2100 is not equivalent to STA 2000. STA 2100 cannot be used in lieu of STA 2000 to satisfy pre-business core requirement for a Zicklin major and to satisfy the prerequisite for any intermediate or advanced STA course. Students may receive credit for either STA 2100 or STA 2000.</u>
Prerequisites	MTH 2301 or 2001 or equivalent.	Prerequisite:	MTH 1030

Rationale: This course does not require knowledge of pre-calculus.

AV:10.14b. Change in Course Title

From: CIS 4350		To: CIS 4350	
Title	Computer Control and Audit	Title	Information Technology Audit

Rationale: The change in title reflects more accurately the common vernacular of the industry.

AV: 10.15b. Change in Course Prerequisite

From: CIS 9240		To: CIS 9240	
Title	Sustainability and IT	Title	Sustainability and IT
Prerequisite	None.	Prerequisite	CIS 9000 or CIS 9001.

Rationale: When this course was first approved, a clerical error at the department level omitted the prerequisite. This course requires students to have a good understanding of basics of IS strategy and infrastructure provided by CIS 9000 or CIS 9001. The course is offered once a year with approximately 20-25 students enrolled.

AV:10.16b. Change in Course Prerequisite

From: CIS 9310		To: CIS 9310	
Title	Object-Oriented Programming I	Title	Object-Oriented Programming I
Prerequisite	CIS 9000.	Prerequisite	CIS 9000 or CIS 9001.

Rationale: The Zicklin School of Business voted in May 2010 to replace CIS 9000 with CIS 9001. This proposal reflects that change; the content of CIS 9310 is the same. Currently, the course is offered once a year with approximately 25-30 students enrolled.

AV:10.17b. Change in Course Pre- or Corequisite

From: CIS 9350		To: CIS 9350	
Title	Networks and Telecommunications	Title	Networks and Telecommunications
Pre- or corequisite	CIS 9000.	Pre- or corequisite	CIS 9000 or CIS 9001.

Rationale: The Zicklin School of Business voted in May 2010 to replace CIS 9000 with CIS 9001. This proposal reflects that change; the content of CIS 9350 is the same. The course is offered once a semester with approximately 15-20 students enrolled.

AV:10.18b. Change in Course Pre- or Corequisite

From: CIS 9365		To: CIS 9365	
Title	Operating Systems Principles	Title	Operating Systems Principles
Pre- or corequisite	CIS 9000.	Pre- or corequisite	CIS 9000 or CIS 9001.

Rationale: The Zicklin School of Business voted in May 2010 to replace CIS 9000 with CIS 9001. This proposal reflects that change; the content of CIS 9365 is the same. The course is offered once a year with approximately 15-20 students enrolled.

AV:10.19b. Change in Course Prerequisite

From: CIS 9444		To: CIS 9444	
Title	e-Business Principles and Technologies	Title	e-Business Principles and Technologies

Prerequisite	CIS 9000.	Prerequisite	CIS 9000 or CIS 9001.
--------------	-----------	--------------	-----------------------

Rationale: The Zicklin School of Business voted in May 2010 to replace CIS 9000 with CIS 9001. This proposal reflects that change; the content of CIS 9444 is the same. Currently, the course is offered once a semester with approximately 25-35 students enrolled.

AV:10.20b. Change in Course Pre- and Corequisites

From: CIS 9467		To: CIS 9467	
Title	Business Modeling with Spreadsheets	Title	Business Modeling with Spreadsheets
Pre- and corequisites	Prerequisite: CIS 9000; pre- or corequisite: FIN 9770.	Pre- and corequisites	Prerequisite: CIS 9000 or CIS 9001; pre- or corequisite: FIN 9770.

Rationale: The Zicklin School of Business voted in May 2010 to replace CIS 9000 with CIS 9001. This proposal reflects that change; the content of CIS 9467 is the same. Currently, the course is offered once a semester with approximately 25-35 students enrolled.

AV:10.21b. Change in Course Prerequisite

From: CIS 9480		To: CIS 9480	
Title	Information Technology Project Management	Title	Information Technology Project Management
Prerequisite	None.	Prerequisite	CIS 9000 or CIS 9002.

Rationale: When this course was first approved, a clerical error at the department level omitted the prerequisite. This course requires students to have a good understanding of basics of IS strategy, governance and infrastructure provided by CIS 9000 or CIS 9002. The course is offered once a year with approximately 15-20 students enrolled.

AV:10.22b. Change in Course Prerequisites

From: CIS 9490		To: CIS 9490	
Title	Systems Analysis and Design	Title	Systems Analysis and Design
Prerequisites	CIS 9000; ACC 9110 or equivalent or FIN 9770.	Pre- or corequisites	Prerequisite: CIS 9000 or pre- or corequisite: CIS 9002; prerequisite: ACC 9110 or equivalent or FIN 9770.

Rationale: The Zicklin School of Business voted in May 2010 to replace CIS 9000 with CIS 9001 and CIS 9002. Because

CIS 9001 is a pre-requisite to CIS 9002, CIS 9002 can be a co-requisite. This proposal reflects that change; the content of CIS 9490 is the same. The course is offered once a semester with approximately 20-25 students enrolled.

AV:10.23b. Change in Course Prerequisite

From: CIS 9550		To: CIS 9550	
Title	Emerging Trends in Information Technologies	Title	Emerging Trends in Information Technologies
Prerequisite	CIS 9000.	Prerequisite	CIS 9000 or CIS 9001.

Rationale: The Zicklin School of Business voted in May 2010 to replace CIS 9000 with CIS 9001. This proposal reflects that change; the content of CIS 9550 is the same. The course is offered once a year with approximately 15-20 students enrolled.

AV:10.24b. Change in Course Prerequisites

From: CIS 9555		To: CIS 9555	
Title	Information Technology in Financial Markets	Title	Information Technology in Financial Markets
Prerequisites	CIS 9000; FIN 9770.	Prerequisites	CIS 9000 <u>or</u> CIS 9001; FIN 9770.

Rationale: The Zicklin School of Business voted in May 2010 to replace CIS 9000 with CIS 9001. This proposal reflects that change; the content of CIS 9555 is the same. Currently, the course is offered once a year with approximately 20-30 students enrolled.

AV:10.25b. Change in Course Prerequisite

From: CIS 9610		To: CIS 9610	
Title	Business Applications of Expert Systems Technology	Title	Business Applications of Expert Systems Technology
Prerequisite	CIS 9000.	Prerequisite	CIS 9000 <u>or</u> CIS 9001.

Rationale: The Zicklin School of Business voted in May 2010 to replace CIS 9000 with CIS 9001. This proposal reflects that change; the content of CIS 9610 is the same. The course is offered once a year with approximately 15-20 students enrolled.

AV:10.26b. Change in Course Prerequisites

From: CIS 9700		To: CIS 9700	
Title	Integrating Information Technology and Business Processes	Title	Integrating Information Technology and Business Processes
Prerequisites	CIS 9490 and 3 additional credits of CIS courses above CIS 9000.	Prerequisites	CIS 9490 and 3 additional credits of CIS courses above CIS 9000 <u>or</u> CIS 9001.

Rationale: The Zicklin School of Business voted in May 2010 to replace CIS 9000 with CIS 9001. This proposal reflects that change; the content of CIS 9700 is the same. The course is offered once a year with approximately 15-20 students enrolled.

AV:10.27b. Change in Course Prerequisites

From: CIS 9760		To: CIS 9760	
Title	Computer Simulation for Business Problem Solving	Title	Computer Simulation for Business Problem Solving
Prerequisites	CIS 9000 or STA 9750 or OPR 9750	Prerequisites	CIS 9000 <u>or</u> CIS 9001 or STA 9750 or OPR 9750.

Rationale: The Zicklin School of Business voted in May 2010 to replace CIS 9000 with CIS 9001. This proposal reflects that change; the content of CIS 9760 is the same. The course is offered once a year with approximately 15-20 students enrolled.

AV:10.28b. Change in Course Pre- or Corequisite

From: IBS 9768		To: IBS 9768	
Title	Advanced Topics in International Business	Title	Advanced Topics in International Business
Pre- or corequisite	IBS 9760 or ECO 9741 or departmental permission.	Pre- or corequisite	IBS 9600.

Rationale: The MBA curriculum as of fall 2011 has added a core 1.5 credit international business course, IBS 9600. This course is now used as the foundation for the International Business MBA curriculum instead of IBS 9760 or ECO 9741.

AV:10.29b. Change in Course Prerequisite

From: IBS 9769 (MGT 9880)		To: IBS 9769 (MGT 9880)	
Title	International Business Strategy	Title	International Business Strategy
Prerequisite	IBS 9760 or ECO 9741.	Prerequisite	IBS 9600.

Rationale: The MBA curriculum as of fall 2011 has added a core 1.5 credit international business course, IBS 9600. This course is now used as the foundation for the International Business MBA curriculum instead of IBS 9760 or ECO 9741.

AV:10.30b. Changes in Course Cross-listing, Title, Description and Prerequisite

From: MGT 9966 (formerly MGT 9866)/MKT 9784		To: MGT 9966 (formerly MGT 9866)	
Title	Internet and Entrepreneurship	Title	Entrepreneurship and Social Business: From Strategy Development to Implementation
Description	This course focuses on providing students with the requisite skills to understand and identify business creation opportunities associated with the Internet. Similar to the real-world business development process, this course is an eclectic combination of academic disciplines, including small business studies, entrepreneurship, marketing, finance, computer information systems, and political science. More specifically, the course explores how the current revolution in computer and information technology has enabled small businesses to spring up overnight and engage in commerce around the world at the touch of a button.	Description	The objective of this course is to provide students with the requisite skills to expand their understanding of the importance of social communication within the development of new and existing enterprises. These social business models rely on the development of a company strategy that will help to create transparent information networks by engaging and connecting internal and external stakeholders. Specifically, the course is designed to give students the opportunity not only to explore the power of new social networking strategies/tools, but also to develop and implement a social business strategy for their own entrepreneurial ventures.
Prerequisite	GIS 9000, MGT 9960 (formerly MGT 9866), and MKT 9703. Students will receive credit for MGT 9966 or MKT 9781, not both. Not open to students who have completed MGT 9866.	Prerequisite	None.

Rationale: MGT 9966/MKT 9781 has been cross-listed with the Allen G. Aaronson Department of Marketing and International Business since approximately 2000. Between 2000 and fall 2009, this course was taught only once as MKT 9781 (in fall 2000). Since fall 2009, the Department of Management has attempted to offer and staff this course twice. Each time there have been both staffing and course issues. Although this course represents the study of a growing and very important aspect of entrepreneurship, we have refocused the course name and description to clearly address and focus on the newly emerging notion of entrepreneurial social businesses, which use social communication strategy that connects internal and external stakeholders. This course provides a framework to examine and discuss how the entrepreneur can identify and develop a social business strategy for his/her entrepreneurial venture. To this end, we are proposing to list it as solely an Entrepreneurship elective course, MGT 9966 Entrepreneurship and Social Business: From Strategy Development to Implementation.

Also, we have changed the “pre- or co-requisite” to “None” because this revised course is refocused towards entrepreneurship, the marketing issues have been minimized, and the course will no longer be cross-listed MKT 9781. We have informed the Allen G. Aaronson Department of Marketing and International Business about our plans to refocus MGT 9966, and they are in agreement with the intent and implementation of this proposal.

AV:10.31b. Change in Course Prerequisite

From: MKT 9763		To: MKT 9763	
Title	International Trade Operations	Title	International Trade Operations
Prerequisite	IBS 9760 or ECO 9741.	Prerequisite	<u>IBS 9600.</u>

Rationale: The MBA curriculum as of fall 2011 has added a core 1.5 credit international business course, IBS 9600. This course is now used as the foundation for the International Business MBA curriculum instead of IBS 9760 or ECO 9741.

AV:10.32b. Change in Course Pre- or Corequisites

From: MKT 9765		To: MKT 9765	
Title	Comparative Marketing Systems	Title	Comparative Marketing Systems
Pre- or corequisites	MKT 9703 and IBS 9760 or ECO 9741.	Pre- or corequisites	<u>MKT 9703 and IBS 9600.</u>

Rationale: The MBA curriculum as of fall 2011 has added a core 1.5 credit international business course, IBS 9600. This course is now used as the foundation for the International Business MBA curriculum instead of IBS 9760 or ECO 9741.

AV:10.33b. Change in Course Pre- or Corequisite

From: MKT 9766		To: MKT 9766	
Title	International Marketing Management	Title	International Marketing Management
Pre- or corequisite	IBS 9760 or ECO 9741.	Pre- or corequisite	<u>IBS 9600.</u>

Rationale: The MBA curriculum as of fall 2011 has added a core 1.5 credit international business course, IBS 9600. This course is now used as the foundation for the International Business MBA curriculum instead of IBS 9760 or ECO 9741.

AV:10.34b. Change in Course Cross-listing and Prerequisite

From: MKT 9781 (MGT 9966; formerly MGT 9866)		To: MKT 9781	
Title	Internet and Entrepreneurship	Title	Internet and Entrepreneurship
Prerequisite	Students will receive credit for MKT 9781 or MGT 9966, not both. Not open to students who have completed MGT 9866. CIS 9000, MGT 9960 (formerly MGT 9860) and MKT 9703.	Prerequisite	CIS 9000 <u>or</u> CIS 9001 and MKT 9703.

Rationale: The Management Department is significantly revising MGT 9966 and as such students will now be permitted to take both MGT 9966 and MKT 9781, beginning in spring 2012. Including CIS 9001 as a prerequisite conforms to recent changes in the MBA core curriculum.

AV:10.1p. The following is a Change in Title and Description in the MPA Program in the School of Public Affairs.

Program Code: 01966

HEGIS Code: 2102.00

Effective: Fall 2012

From: PAF 9192 National Urban Fellowship		To: PAF 9192 Public Affairs Fellowship	
Description	Full-time internship program for students associated with the National Urban/Rural Fellows Program.	Description	This full-time internship <u>is designed to allow students enrolled in specified MPA programs to have a more comprehensive and intensive internship experience. In addition to work at the internship site, students will be expected to keep journal records of their work, meet regularly with the course director in person or via distance learning, and submit a written summation of their experience at the conclusion of the course.</u>

Rationale: The change is to allow students in the new Baruch-in-Washington semester program to participate in intensive fulltime, or near fulltime internships as are required in many Washington agencies, and to earn appropriate credit for their efforts.