

January 2014

Baruch College

Chancellor's University Report – Part A: Academic Matters

PART A: ACADEMIC MATTERS

The following recommendations of the Committee on Graduate Curriculum were approved at the Zicklin School of Business Faculty Meetings on October 17, 2013 and November 21, 2013, effective the Fall 2014 semester pending approval of the Board of Trustees.

Section AI: Special Actions

AI:10.1b. Change in Credit Requirements for Graduate Full-Time Status in The Zicklin School of Business

RESOLVED, that a program load of three 9000-level courses (9 credits) is considered the minimum full-time graduate course load for the following Zicklin School of Business programs, effective the Fall 2014 semester.

*MBA (All majors): Accountancy (HEGIS Code 0502.00, Program Code 01912); Business Administration and Policy (HEGIS Code 0506.00, Program Code 01923), Economics (HEGIS Code 0517.00, Program Code 01931); Finance (HEGIS Code 0505.00, Program Code 01919); Health Care Administration (HEGIS Code 1202.00, Program Code 01952); Industrial/Organizational Psychology (HEGIS Code 2008.00, Program Code 01964); Information Systems (HEGIS Code 0701.00, Program Code 01936); International Business (HEGIS Code 0513.00, Program Code 01929); Management (HEGIS Code, Program Code 01922); Marketing (HEGIS Code 0509.00, Program Code 01928); Operations Research (HEGIS Code 0507.00, Program Code 01926); Real Estate (HEGIS Code 0511.00, Program Code 31362); Statistics (HEGIS Code 0503.00, Program Code 01917); Taxation (HEGIS Code 0502.10, Program Code 10933)

*Executive MBA (HEGIS CODE: 0506.00, Program Code: 01923); *Executive MS in Analysis of Financial Statements, Internal Operations, and Risk Assessment (HEGIS Code: 0502.00, Program Code: 21661), *Executive MS in Finance (HEGIS Code: 0504.00, Program Code: 20786); *Executive MS in Financial Risk Management (HEGIS Code: 0504.00, Program Code: 35966), *Executive MS in Industrial and Labor Relations (HEGIS Code: 0516.00, Program Code: 78027)

MS in Accountancy (CPA Program) (HEGIS Code: 0502.00, Program Code: 19218); MS in Entrepreneurship (HEGIS Code: 0506.00, Program Code: 32946); MS in Finance (HEGIS Code: 0504.00, Program Code: 20786); MS in Information Systems (HEGIS

Code: 0701.00, Program Code: 79233); MS in Marketing (HEGIS Code: 0509.00, Program Code: 79231); MS in Quantitative Methods and Modeling (HEGIS Code: 0507.00, Program Code: 79230); MS in Real Estate (HEGIS Code: 0511.00, Program Code: 31715); MS in Statistics (HEGIS Code: 0503.00, Program Code: 79229); MS in Taxation (HEGIS Code: 0502.10, Program Code: 79232)

* Students in Zicklin’s full-time cohort MBA program and executive programs will adhere to the cohort structure of these programs.

Rationale: This change is being made to bring the Zicklin graduate programs in line with standard practices in other CUNY units, including Baruch’s Weissman School of Arts and Sciences, and nationwide.

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 11, 2013 effective the Fall 2014 semester, pending approval of the Board of Trustees.

Section AllI: Changes in Degree Programs

AllI:10.1a. The following revisions are proposed for the Major in Mathematics

Program: BA in Mathematics

Program Code: 01961

HEGIS Code: 1701.00

Effective: Fall 2014

From: BA in Mathematics			From: BA in Mathematics		
Course	Description	Crs	Course	Description	Crs
Required Courses			Required Courses		
All students must take the following two courses			All student must take the following <u>three</u> courses		
MTH 3300	Algorithms, Computers and Programming I	3	MTH 3300	Algorithms, Computers and Programming I	3
MTH 4100	Linear Algebra and Matrix Methods	3	MTH 4010	Advanced Calculus I	3
			MTH 4100	Linear Algebra and Matrix Methods	3
Students may fulfill their calculus			Students may fulfill their calculus		

requirements by any one of the following three alternate calculus tracks			requirements by any one of the following three alternate calculus tracks		
Track I			Track I		
MTH 2610	Calculus I	4	MTH 2610	Calculus I	4
MTH 3010	Calculus II	4	MTH 3010	Calculus II	4
MTH 3020	Intermediate Calculus	4	MTH 3020	Intermediate Calculus	4
Or				<u>or</u>	
			MTH 3050	Multi-Variable and Vector Calculus	4
			Or		
Track II			Track II		
MTH 2630	Analytic Geometry and Calculus I	5	MTH 2630	Analytic Geometry and Calculus I	5
MTH 3030	Analytic Geometry and Calculus II	5	MTH 3030	Analytic Geometry and Calculus II	5
Or			Or		
Track III			Track III		
MTH 2205	Applied Calculus II	3	MTH 2205	Applied Calculus II	3
	Or			Or	
MTH 2207	Applied Calculus and Matrix Applications	4	MTH 2207	Applied Calculus and Matrix Applications	4
MTH 3006	Integral Calculus	4	MTH 3006	Integral Calculus	4
MTH 3030	Analytic Geometry and Calculus II	5	MTH 3030	Analytic Geometry and Calculus II	5
Electives:			Electives:		
Any <u>five</u> 4000-level or 5000-level courses from the following list:			Any <u>four</u> 4000-level or 5000-level courses from the following list:		
MTH 4010	Advanced Calculus I	3	MTH 4030	Topology	3
MTH 4030	Topology	3	MTH 4110	Ordinary Differential Equations	3
MTH 4110	Ordinary Differential Equations	3	MTH 4120	Introduction to Probability	4
MTH 4120	Introduction to Probability	4	MTH 4115	<u>Numerical Methods for Differential Equations in Finance</u>	4
MTH 4125	Introduction to	3	MTH 4125	Introduction to Stochastic	3

	Stochastic Process			Process	
MTH 4130	Mathematics of Statistics	3	MTH 4130	Mathematics of Statistics	3
MTH 4135	Computational Methods in Probability	3	MTH 4135	Computational Methods in Probability	3
MTH 4140	Graph Theory	3	MTH 4140	Graph Theory	3
MTH 4145	Mathematical Modeling *	3	MTH 4145	Mathematical Modeling *	3
MTH 4150	Combinatorics	3	MTH 4150	Combinatorics	3
MTH 4200	Theory of Numbers	3	MTH 4200	Theory of Numbers	3
MTH 4210	Elements of Modern Algebra	3	MTH 4210	Elements of Modern Algebra	3
MTH 4230	History of Mathematics	3	MTH 4230	History of Mathematics	3
MTH 4240	Differential Geometry *	3	MTH 4240	Differential Geometry *	3
MTH 4300	Algorithms, Computers and Programming II *	3	MTH 4300	Algorithms, Computers and Programming II *	3
MTH 4310	Methods of Numerical Analysis	3	MTH 4310	Methods of Numerical Analysis	3
MTH 4315	Introduction to Mathematical Logic	3	MTH 4315	Introduction to Mathematical Logic	3
MTH 4320	Fundamental Algorithms	3	MTH 4320	Fundamental Algorithms	3
MTH 4500	Introductory Financial Mathematics	4	MTH 4500	Introductory Financial Mathematics	4
MTH 5010	Advanced Calculus III *	3	MTH 5010	Advanced Calculus III *	3
MTH 5020	Theory of Functions of a Complex Variable*	3	MTH 5020	Theory of Functions of a Complex Variable*	3
MTH 5030	Theory of Functions of Real Variables *	3	MTH 5030	Theory of Functions of Real Variables *	3
MTH 5100	Partial Differential Equations and Boundary Value Problems *	3	MTH 5100	Partial Differential Equations and Boundary Value Problems *	3
			MTH 5500	Stochastic Calculus for Finance	<u>4</u>

* These courses are offered infrequently, subject to student demand

* These courses are offered infrequently, subject to student demand

Rationale: Adding MTH 4010, Advanced Calculus, as a required course will better prepare math majors for graduate studies. MTH 3050, MTH 4115, and MTH 5500 are new courses being added to the major.

All:10.2a. The following revisions are proposed for the Major in Political Science

Program: BA in Political Science

Program Code: 01973

HEGIS Code: 2207.00

Effective: Fall 2014

From: BA IN POLITICAL SCIENCE			From: BA IN POLITICAL SCIENCE		
Course	Description	Crs	Course	Description	Crs
Base Course			Base Course		
POL 1101	American Government: Practices and Values	3	POL 1101	American Government: Practices and Values	3
			Required Course		
			POL 4900	Political Science Capstone Seminar	3
Electives: Students are to select <u>24</u> credits from among all the courses offered by the department, with at least one course from four of the six areas listed below.			Electives: Students are to select <u>21</u> credits from among all the courses offered by the department, with at least one course from four of the six areas listed below.		

Rationale: Last spring, the department’s external reviewers urged us to require a capstone from majors because they could not understand why we would insist on a seminar experience for minors and not the majors. We believe that they are correct. Students will benefit from attending a small discussion-oriented class, writing a serious research paper, and becoming acquainted with the conventions of scholarship.

The following recommendations of the Committee on Undergraduate Curriculum were approved at the Zicklin School of of Business Faculty Meeting on October 17, 2013 and November 21, 2013, effective the Fall 2014 semester, pending approval of the Board of Trustees.

Section All: Changes in Degree Programs

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

Program: BBA in Marketing Management- Marketing track

Program Code: 01927

Effective: Fall 2014

From:	BBA in Marketing Management		To:	BBA in Marketing Management	
	(General Marketing Track)			(General Marketing Track)	
Course	Description	Crs	Course	Description	Crs
Required Courses		12	Required Courses		12
MKT 3400	International Business Principles	3	MKT 3400	International Business Principles	3
MKT 3600	Marketing Research	3	MKT 3600	Marketing Research	3
MKT 3605	Consumer Behavior	3	MKT 3605	Consumer Behavior	3
MKT 5750	Marketing Strategy	3	MKT 5750	Marketing Strategy	3
Choose four courses from:			Choose four courses from:		
Four additional courses to be chosen from the following		12	Four additional courses to be chosen from the following		12
MKT 3420	Persuasion and Customer Decision	3	MKT 3420	Persuasion and Customer Decision	3
MKT 3520	Making Advertising and Marketing Communications	3	MKT 3520	Making Advertising and Marketing Communications	3
MKT 4120	Media Planning	3	MKT 4120	Media Planning	3
MKT 4123	Marketing Web Analytics and Intelligence	3	MKT 4123	Marketing Web Analytics and Intelligence	3
MKT 4131	Persuasive Techniques Communications and Strategies	3	MKT 4131	Advertising Creative Strategy and Tactics	3
MKT 4151	Direct Marketing I: Strategies and Tactics	3	MKT 4151	Direct Marketing I: Strategies and Tactics	3
MKT 4152	Direct Marketing II: Database Marketing; Managing The Creative	3	MKT 4152	Direct Marketing II: Database Marketing; Managing The Creative	3

	Process			Process	
MKT 4171	Public Relations	3	MKT 4171	Public Relations	3
MKT 4401	International Trade Financing	3	MKT 4401	International Trade Financing	3
MKT 4410	International Trade Operation	3	MKT 4410	International Trade Operation	3
MKT 4420	International Marketing Research and Management	3	MKT 4420	International Marketing Research and Management	3
MKT 4460	International Supply Chain Management	3	MKT 4460	International Supply Chain Management	3
MKT 4511	Marketing Channels	3	MKT 4511	Marketing Channels	3
MKT 4523	Green Marketing	3	MKT 4523	Green Marketing	3
MKT 4530**	Selected Topics in Marketing	3	MKT 4530**	Selected Topics in Marketing	3
MKT 4540	Branding	3	MKT 4540	Branding	3
MKT 4555	Internet Marketing	3	MKT 4555	Internet Marketing	3
MKT 4557	Digital Advertising	3	MKT 4557	Digital Advertising	3
MKT 4560	Entertainment Marketing	3	MKT 4560	Entertainment Marketing	3
MKT 4700	Business Marketing Management	3	MKT 4700	Business Marketing Management	3
MKT 4876	Advertising Account Planning	3	MKT 4876	Advertising Account Planning	3
MKT 4900	Managing Customer Relationships	3	MKT 4900	Managing Customer Relationships	3
MKT 4910	Selling and Sales Management	3	MKT 4910	Selling and Sales Management	3
MKT 4911	Communication Skills for Selling and Marketing	3	MKT 4911	Communication Skills for Selling and Marketing	3
MKT 4912	Retailing I: Retail Marketing	3	MKT 4912	Retailing I: Retail Marketing	3
MKT 4913	Retailing II: Retailing Management and Merchandising	3	MKT 4913	Retailing II: Retailing Management and Merchandising	3
MKT 4966	Social Media Marketing and New Ventures	3	MKT 4966	Social Media Marketing and New Ventures	3
MKT 5000	Independent Study	3	MKT 5000	Independent Study	3
MKT 5550	Product Planning	3	MKT 5200	Marketing Consulting Practicum	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: For MKT 4131 (Advertising Creative Strategy and Tactics), the only change is the modification of the course title to better reflect the content and be more descriptive to students. MKT 5200 (Marketing Consulting Practicum) has been offered as a special topics course previously. This course exposes students to the complexities of marketing consulting. They take on real life projects from established companies and start-ups. Students work in small groups on a series of projects. The instructor guides them through the process and ensures that students are approaching the problems appropriately. In addition to the substantive knowledge that students gain, they also interact with businesses in a professional manner, which will be beneficial for their careers.

All:10.2b. The following revisions are proposed for the BBA in Industrial Organizational Psychology in the Zicklin School of Business

Program: BBA in Industrial/Organizational Psychology

Program Code: 79564

Effective: Fall 2014

From:	BBA in Industrial/Organizational Psychology		To:	BBA in Industrial/Organizational Psychology	
Course	Description	Crs	Course	Description	Crs
Required Courses		12	Required Courses		12
PSY 3181	Industrial and organizational Psychology	3	PSY 3001	Research Methods in Psychology	4
PSY 4012	Evolution of Modern Psychology	3	PSY 3181	Industrial and organizational Psychology	3
PSY 5020	Experimental Psychology	4	PSY 4012	Evolution of Modern Psychology	3
14 – 15 credits			14 – 15 credits		
<p>All other psychology courses except PSY 1001, 3033, and 3034 and</p> <p>Any elective courses in another department relevant to the student's educational objective, with permission of the Department of Psychology. The Department of Psychology prefers that students complete their majors with psychology courses.</p> <p>Like BA psychology majors, those who intend to pursue graduate studies in industrial/organizational psychology are urged to focus on electives that stress the foundations of the field. These include the following:</p>			<p>All other psychology courses except PSY 1001, 3033, and 3034 and</p> <p>Any elective courses in another department relevant to the student's educational objective, with permission of the Department of Psychology. The Department of Psychology prefers that students complete their majors with psychology courses.</p> <p>Like BA psychology majors, those who intend to pursue graduate studies in industrial/organizational psychology are urged to focus on electives that stress the foundations of the field. These include the following:</p>		
At least four of the following foundation courses:			At least four of the following foundation courses:		
PSY 3055	Abnormal Psychology	3	PSY 3055	Abnormal Psychology	3
PSY 3056	Social Psychology	3	PSY 3056	Social Psychology	3
PSY	Developmental	3	PSY	Developmental	3

3059	Psychology: Personality in Childhood and Adolescence		3059	Psychology: Personality in Childhood and Adolescence	
PSY 3060	Developmental Psychology: Adult Personality	3	PSY 3060	Developmental Psychology: Adult Personality	3
PSY 3065	The Psychology of Motivation	3	PSY 3065	The Psychology of Motivation	3
PSY 3070	Physiological Psychology	3	PSY 3070	Physiological Psychology	3
PSY 3080	Psychology of Attention and Perception	3	PSY 3080	Psychology of Attention and Perception	3
PSY 3081	Cognitive Psychology	3	PSY 3081	Cognitive Psychology	3
PSY 3082	Mind, Brain and Behavior	3	PSY 3082	Mind, Brain and Behavior	3
PSY 4061	Theories of Personality	3	PSY 4061	Theories of Personality	3
PSY 5030	Research Practicum in Psychology	Variable	PSY 5030	Research Practicum in Psychology	Variable
One or two applied psychology electives; for example:			One or two applied psychology electives; for example:		
PSY 3058	Small Group Processes	3	PSY 3058	Small Group Processes	3
PSY 3069	Psychology and Law	3	PSY 3069	Psychology and Law	3
PSY 3182	Interviewing Techniques	3	PSY 3182	Interviewing Techniques	3
PSY 4010	Diversity in the Workplace	3	PSY 4010	Diversity in the Workplace	3
PSY 4013	Advanced Personnel Psychology	3	PSY 4013	Advanced Personnel Psychology	3
PSY 4015	Emotions in the Workplace	3	PSY 4015	Emotions in the Workplace	3
PSY 4035	Practicum in Community Psychological Services	3	PSY 4035	Practicum in Community Psychological Services	3

Rationale: The proposed change in course title from Experimental Psychology to Research Methods in Psychology reflects the consensus judgment of the department that an introductory course in research methods should expose students to multiple methodologies in psychology, not merely to experimental approaches. While

experiments are common within psychology, other tools such as surveys, quasi-experiments, longitudinal studies and qualitative methods are also used. Students graduating with BAs or BBAs in psychology should be familiar with these varied approaches to the study of human behavior and understand the advantages and disadvantages conferred by each. The course description has been revised so as to be consistent with this wider coverage in material.

The proposed change in course number from 5020 to 3001 will accomplish several goals. First, the majority of students take PSY5020 during their senior years, as an exit course. Rudimentary knowledge of research methods is essential for advanced courses in methods (currently under development), meaningful collaborative work with faculty, and the ability to write an honors thesis. Thus, the current the timing of this course creates a significant barrier for students who wish to pursue directed or independent research prior to graduation, or those who wish to position themselves as strong applicants to top graduate programs. Second, by the time students enroll in PSY5020, their memory for statistics has often deteriorated to the point that they are unable to apply what they learned in STA 2000/2100 to the analysis of research projects conducted as part of PSY5020. By shifting this course to a 3000 level course, the gap between students' exposure to statistics and research methods will be reduced to one or two semesters. Third, students will be required to pass an introductory course in research methods in order to be able to declare a major in psychology. This necessitates designating Research Methods in Psychology as 3000-level course.

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

Program: BBA in International Business

Program Code: 60014

Effective: Fall 2014

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 additional courses from the following:			Choose three additional courses from the following:		
IBS 3000	Innovation, Technology and the Global Enterprise	3	IBS 3000	Innovation, Technology and the Global Enterprise	3
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
IBS 4093	Special Topics in International Business		IBS 4091	<u>Special Topics in International Business</u>	<u>1</u>
IBS 5000	Independent Study	3	IBS 4092	<u>Special Topics in International Business</u>	<u>2</u>
COM 3069	Intercultural Communications	3	IBS 4093	Special Topics in International Business	
LAW 3111	Law and International Business	3	IBS 4094	<u>Special Topics in International Business</u>	<u>1.5</u>
POL 3103	Political Economy	3	IBS 5000	Independent Study	3
POL 3344	International Organizations	3	COM 3069	Intercultural Communications	3
			LAW 3111	Law and International Business	3
Minor in Marketing Required Courses		9	POL 3103	Political Economy	3
MKT 3605	Consumer Behavior	3	POL 3344	International Organizations	3
MKT 4420	International Marketing	3			
MKT 4700	Business Marketing Management	3	Minor in Marketing Required Courses		9
OR			MKT 3605	Consumer Behavior	3
Minor in Finance Required Courses		9	MKT 4420	International Marketing	3
FIN 3610	Corporate Finance	3	MKT 5750	<u>Marketing Strategy</u>	<u>3</u>
FIN 3710	Investments	3	OR		

ECO 3250	International Economics	3	Minor in Finance Required Courses	9
			FIN 3610 Corporate Finance	3
	Language Requirement		FIN 3710 Investments	3
Tier III Minor			ECO 3250 International Economics	3
<p>A Tier III minor is to be taken in a foreign language. Examples of Tier III language minors include: Chinese, French, Hebrew, Italian, Japanese and Spanish.</p> <p>However, students who demonstrated proficiency in a second language via a test could take another Tier III minor. Possible choices include: Asian and Asian American Studies; Latin American and Caribbean Studies; Information Technology and Social Responsibility; Religion and Culture; and Political Science.</p>			Language Requirement	
			<p><u>The International Business major requires students to study a foreign language. Students will take 2 courses at the 3000 level and 1 course at the 4000 level (i.e., capstone class) in a foreign language. However, students who demonstrate proficiency in a second language via a test would not be required to study a second language.</u></p> <p><u>Students who entered Baruch prior to Fall 2013 have the choice to opt-in to Pathways or to complete the set of general education requirements that is currently in place at the college (the Baruch Common Core). Under this latter set of requirements, students would pursue three foreign language courses (i.e., 2 at the 3000 level and 1 4000 level course) as a Tier III minor, unless they successfully complete a language proficiency test.</u></p>	

Rationale: The department has stopped offering MKT 4700 (Business Marketing Management). This proposal is to replace this course, in the Marketing Minor, with MKT 5750 (Marketing Strategy) which is a required course for most marketing majors. This proposal also updates the course list for special topics classes. Finally, the language requirement has been updated to reflect the new Pathways curriculum.

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

Program: MBA in Information Systems

HEGIS Code: 0701.00

Program Code: 01936

Effective: Fall 2014

From: MBA in Information Systems			To: MBA in Information Systems		
Course	Description	Crs	Course	Description	Crs
Flexible Core Course Required for Information Systems Majors (1.5 credits)			Flexible Core Course Required for Information Systems Majors (1.5 credits)		
CIS 9002*	Information Systems for Managers II – Managing and Harnessing Technology	1.5	CIS 9002*	Information Systems for Managers II – Managing and Harnessing Technology	1.5
*CIS 9002 will apply towards the maximum 18 credits students can take in their MBA major.			*CIS 9002 will apply towards the maximum 18 credits students can take in their MBA major.		
Courses in Major (12 credits)			Courses in Major (12 credits)		
Information Technologies Courses (6 credits)			Information Technologies Courses (6 credits)		
Choose two of the following:			Choose two of the following:		
CIS 9340	Principles of Database Management Systems	3	CIS 9340	Principles of Database Management Systems	3
CIS 9444*	E-Business Principles and Technologies	3	CIS 9444*	E-Business Principles and Technologies	3
CIS 9350	Networks and Telecommunications	3	CIS 9350	Networks and Telecommunications	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 9490	Systems Analysis and Design	3	CIS 9490	Systems Analysis and Design	3
CIS 9556*	Risk Management Systems	3	CIS 9556*	Risk Management Systems	3
CIS 9590	Information Systems Development Project	3	CIS 9590	Information Systems Development Project	3
CIS 9793	Special Topics in	3	<u>CIS 9660</u>	<u>Data Mining for Business</u>	<u>3</u>

(formerly CIS 9771)	Information Technologies		(<u>STA 9660</u>)	<u>Analytics</u>	
			CIS 9791	<u>Special Topics in Information Systems Technologies</u>	<u>1.5</u>
			CIS 9793 (formerly CIS 9771).	Special Topics in Information Technologies	3
Information Systems Strategy Courses (6 credits)			Information Systems Strategy Courses (6 credits)		
Choose two of the following:			Choose two of the following:		
CIS 9230	Globalization and Technology	3	CIS 9230	Globalization and Technology	3
CIS 9240	Sustainability and IT	3	CIS 9240	Sustainability and IT	3
CIS 9444*	E-Business Principles and Technologies	3	CIS 9444*	E-Business Principles and Technologies	3
			<u>CIS 9445</u>	<u>Digital Media Management</u>	<u>3</u>
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	3	<u>CIS 9557</u>	<u>Business Intelligence</u>	<u>3</u>
CIS 9797 (formerly CIS 9775)	Special Topics in Information Systems Strategy	3	CIS 9700	Integrating Information Technology and Business Processes	3
Students are welcome to construct an alternate program of 9000-Level CIS courses with the permission of the CIS graduate advisor. * Course may be used as either an “Information Technologies” course or an “Information Systems Strategy” course.			<u>CIS 9795</u>	<u>Special Topics in Information Systems Strategy</u>	<u>1.5</u>
			CIS 9797 (formerly CIS 9775)	Special Topics in Information Systems Strategy	3
			Students are welcome to construct an alternate program of 9000-Level CIS courses with the permission of the CIS graduate advisor. * Course may be used as either an		

“Information Technologies” course or an “Information Systems Strategy” course.

Rationale: The list of MBA electives is being updated to include new courses and changes to existing courses.

All:10.5b. The following revisions are proposed for the MBA in Operations Research in the Zicklin School of Business

Program: MBA Operations Research (pending title change to MBA Decision Sciences)

HEGIS Code: 0507.00

Program Code: 01926

Effective: Fall 2014

From: MBA Operations Research (pending title change to MBA Decision Sciences)			To: MBA Operations Research (pending title change to MBA Decision Sciences)		
Course	Description	Crs	Course	Description	Crs
Major Courses (12 credits)			Major Courses (12 credits)		
Required Courses (6 credits)			Required Courses (6 credits)		
OPR 9721	Introduction to Operations Research	3	OPR 9721	Introduction to Operations Research	3
OPR 9750	Basic Software Tools for Data Analysis	3	<u>OPR 9730</u>	<u>Simulation Modeling and Analysis</u>	<u>3</u>
Elective Courses			Elective Courses		
Choose two courses from (6 credits):*			Choose two courses from (6 credits):*		
OPR 9724	Mathematical Programming	3	<u>CIS 9340</u>	<u>Principles of Database Management Systems</u>	<u>3</u>
OPR 9730	Simulation Modeling and Analysis	3	<u>OPR 9750</u>	<u>Basic Software Tools for Data Analysis</u>	<u>3</u>
OPR 9783 (STA 9783)	Stochastic Processes for Business Applications	3	OPR 9783 (STA 9783)	Stochastic Processes for Business Applications	3
OPR 9793 (formerly OPR 9773)	Special Topics in Operations Research	3	OPR 9793 (formerly OPR 9773)	Special Topics in Operations Research	3
STA 9715	Applied Probability	3	<u>STA 9660 (CIS 9660)</u>	<u>Data Mining for Business Analytics</u>	<u>3</u>

	<u>STA 9700</u>	<u>Applied Regression Analysis</u>	<u>3</u>
	<u>STA 9715</u>	<u>Applied Probability</u>	<u>3</u>
*Students may also select one quantitative course not on the above list with approval of the advisor.	<u>*The student may select one 3-credit course from the Department of Statistics and Computer Information Systems or one 3-credit quantitative course from outside the department. Selecting the course from outside the department requires the approval of the advisor.</u>		

Rationale: The list of MBA electives is being updated to include additional courses. OPR 9730 and OPR 9750 are both software-driven courses, and have been switched as “Required”/“Elective” because simulation modeling is a more fundamental technology for operations research/decision sciences. OPR 9724 is no longer offered by the department.

All:10.6b. 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 2014

From: MS in Information Systems			To: MS in Information Systems		
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 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 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 (15 credits)			Required		
CIS9001	Information Systems for Managers I	1.5	CIS9001	Information Systems for Managers I	1.5
CIS 9002	Information Systems for Managers II - Harnessing and Managing Technology	1.5	CIS 9002	Information Systems for Managers II - Harnessing and Managing Technology	1.5
CIS 9230	Globalization and Technology	3	CIS 9230	Globalization and Technology	3
CIS 9340	Principles of Database Management Systems	3	CIS 9340	Principles of Database Management Systems	3
CIS 9490	Systems Analysis and Design	3	CIS 9490	Systems Analysis and Design	3
CIS 9590	Information Systems Development Project	3	CIS 9590	Information Systems Development Project	3
Electives (15 credits)			Electives (15 credits)		
Choose five courses from:			Choose five courses from:		
CIS 9310	Object-Oriented Programming I	3	<u>CIS 9240</u>	<u>Sustainability and Information Technology</u>	<u>3</u>
CIS 9350	Networks and Telecommunications	3	CIS 9310	Object-Oriented Programming I	3
CIS 9410	Object-Oriented Programming II	3	CIS 9350	Networks and Telecommunications	3
CIS 9440	Data Warehousing and Analytics	3	CIS 9410	Object-Oriented Programming II	3
CIS 9444	E-Business Principles and Technologies	3	CIS 9440	Data Warehousing and Analytics	3
CIS 9467	Business Modeling with Spreadsheets	3	CIS 9444	E-Business Principles and Technologies	3
CIS 9480	Information Technology Project Management	3	<u>CIS 9445</u>	<u>Digital Media Management</u>	<u>3</u>
CIS 9550	Emerging Trends in Information Technology	3	CIS 9467	Business Modeling with Spreadsheets	3
CIS 9555	Information Technology in Financial Markets	3	CIS 9480	Information Technology Project Management	3
CIS 9556	Risk Management Systems	3	CIS 9550	Emerging Trends in Information Technology	3
CIS 9700	Integrating Information	3	CIS 9555	Information Technology	3

	Technology and Business Processes			in Financial Markets	
CIS 9793 (formerly CIS 9771)	Special Topics in Information Systems Technologies	3	CIS 9556	Risk Management Systems	3
CIS 9797 (formerly CIS 9775)	Special Topics in Information Systems Strategy	3	CIS 9700	Integrating Information Technology and Business Processes	3
OPR 9721	Introduction to Operations Research	3	<u>CIS 9557</u>	<u>Business Intelligence</u>	<u>3</u>
STA 9708	Applied Statistical Analysis for Business Decisions	3	<u>CIS 9660</u> <u>(STA 9660)</u>	<u>Data Mining for Business Analytics</u>	<u>3</u>
BUS 9801 – BUS 9803	Graduate Internships I, II and III (in IS)	3	<u>CIS 9791</u>	<u>Special Topics in Information Systems Technologies</u>	<u>1.5</u>
			CIS 9793 (formerly CIS 9771)	Special Topics in Information Technologies	3
			<u>CIS 9795</u>	<u>Special Topics in Information Systems Strategy</u>	<u>1.5</u>
			CIS 9797 (formerly CIS 9775)	Special Topics in Information Systems Strategy	3
			OPR 9721	Introduction to Operations Research	3
			STA 9708	Applied Statistical Analysis for Business Decisions	3
			BUS 9801 – BUS 9803	Graduate Internships I, II and III (in IS)	3

Rationale: The list of MS electives is being updated to include new courses.

All:10.7b. The following revisions are proposed for the MS in Marketing in the Zicklin School of Business

Program: MS in Marketing

HEGIS Code: 0509.00

Program Code: 79231

Effective: Fall 2014

From: MS in Marketing			To: MS in Marketing		
Course	Description	Crs	Course	Description	Crs
Courses in Specialization (30 credits)			Courses in Specialization (30 credits)		
Required (12 credits)			Required (12 credits)		
MKT 9702	Marketing Research	3	MKT 9702	Marketing Research	3
MKT 9703	Marketing Management	3	MKT 9703	Marketing Management	3
MKT 9716	Consumer Behavior	3	MKT 9716	Consumer Behavior	3
MKT 9750	Marketing Strategy	3	MKT 9750	Marketing Strategy	3
Electives (18 credits)			Electives (18 credits)		
Choose any six 9000-level courses in the Allen G. Aaronson Department of Marketing and International Business.			Choose a total of 18 credits from any 9000-level courses in the Allen G. Aaronson Department of Marketing and International Business. Students can also choose from the following:		
	STA 9750	Software Tools for Data Analysis			3
	STA 9700	Applied Regression Analysis			3
	STA 9705	Multivariate Statistical Methods			3
	CIS 9340	Principles of Database Management Systems			3

Rationale: We are adding several elective courses from outside the department in order to satisfy the demand from students interested in careers in marketing research.

Section AIV: New Courses

AIV:10.1a. Department of Communication Studies

Course Number: COM 3057

Title: Introduction to Digital Communication and Culture

Hours: 3.0

Credits: 3.0

Prerequisite: COM 1010

Course Description: This course introduces students to the major critical methods, policy issues, and creative forms involved in contemporary digital media in the United States and across the globe. Combining methods from the fields of media studies, political economy, visual culture, and cinema studies, the course examines a variety of historical case studies and technological platforms in order to explicate the industry structures, textual forms, and audience practices associated with contemporary digital media.

Rationale: The course addresses the growing importance of various forms of digital media in the global and national economies, public and policy debates, and everyday life in contemporary society. Although a number of existing courses in the Department of Communication Studies address the modern media landscape, this course is explicitly designed to locate the institutions, policies, texts, and audience practices of digital media within the emerging interdisciplinary field of digital culture studies.

The course will be of interest and value not only as a new elective for students involved in the Department's current Corporate Communication major and minor, but would play an important part in the curriculum of the Department's proposed major in Communication Studies. It can also be used as a general elective for the BA, BBA, or BS degrees. COM 3057 will be offered every semester with a projected enrollment of 28 students.

AIV:10.2a. Department of Mathematics

Course Number: MTH 3050

Title: Multi-variable and Vector Calculus

Hours: 4.0

Credits: 4.0

Prerequisite: MTH 3010 with B+ or higher, or Calculus BC with a grade 4 or 5

Course Description: In this course, the primary goal is to study the geometry of change in two and three dimensional space. In particular, we use vectors to describe curves and surfaces in space mathematically, and to study the derivatives (rates of change) and integrals (average properties) of functions and vector fields that are defined on curves and surfaces. The unity between geometry and algebra is most succinctly expressed in the four versions of the Fundamental Theorem of Calculus that we study: the fundamental theorem of calculus for vector fields on curves, Green's theorem, Stokes' theorem, the Divergence theorem and applications. The emphasis will be on the

understanding the geometry behind numerous algebraic manipulations, while providing a bit more focus on mathematical concepts.

Rationale: This course modifies MTH 3020, adding the main theorems of vector calculus needed for the course on numerical methods in differential equations in finance (MTH 4115). MTH 3050 can be used in lieu of MTH 3020 within the actuarial science and math majors, as an elective within the math minor, as a required course within the proposed financial engineering major, or as a general elective for the BA, BBA, or BS degrees. It will be offered once per year with a projected enrollment of 25-30 students.

AIV:10.3a. Department of Mathematics

Course Number: MTH 4000

Title: Bridge to Higher Mathematics

Hours: 4.0

Credits: 3.0

Prerequisite: MTH 3010

Course Description: This class introduces the fundamental and unifying concepts of the contemporary mathematics. Topics covered divide into four categories: 1) fundamental concepts of mathematics: definitions, proofs, sets, functions, elementary number theory; 2) discrete structures: graphs, counting; 3) discrete probability theory; 4) elements of analysis and topology. The underlying goal is to teach students about careful mathematics: precisely stating assertions about well-defined mathematical objects and verifying these assertions using mathematically sound proofs.

Rationale: This course provides the bridge to advanced mathematics that is necessary for further studies in probability theory, statistics, algorithm design, and mathematical finance. MTH 4000 can be used as an elective within the math minor, as a required course within the proposed financial engineering major, or as a general elective for the BA, BBA, or BS degrees. It will be offered once per year with a projected enrollment of 25-30 students.

AIV:10.4a. Department of Mathematics

Course Number: MTH 4115

Title: Numerical Methods for Differential Equations in Finance

Hours: 4.0

Credits: 4.0

Prerequisite: MTH 3030 or MTH 3050, MTH 4100

Course Description: This course covers exact solutions of ordinary and partial differential equations, as well as numerical solutions to these differential equations using finite difference methods. The financial applications include the Black-Scholes model and corresponding formulas, as well as practical issues of computing implied volatilities for American and European options from market data. The course will provide students with practical numerical tools for financial derivatives valuation.

Rationale: MTH 4115 can be used as an elective within the actuarial science and mathematics majors, as an elective within the mathematics minor, as a required course for the proposed financial engineering major, or as a general elective for the BA, BBA, or BS degrees. It will be offered once per year with a projected enrollment of 25-30 students.

AIV:10.5a. Department of Mathematics

Course Number: MTH 4600

Title: Data Analysis and Simulation for Financial Engineers

Hours: 4.0

Credits: 4.0

Prerequisite: MTH 4125, MTH 4130, MTH 4500

Course Description: This “capstone” course for financial engineering majors brings to life their sophisticated mathematical background (in probability, stochastic processes, statistics, and financial mathematics) by connecting it to hands-on analysis of data and simulation techniques needed for real world financial engineering applications. Course topics include time series analysis, Markov Chain Monte Carlo methods, hidden Markov models, portfolio risk management.

Rationale: This course relies on a sophisticated mathematical background acquired in prerequisite courses and equips students with modern data analysis and simulation techniques used in the financial engineering industry. MTH 4600 can be used as an elective within the math minor, as a required course within the proposed financial engineering major, or as a general elective for the BA, BBA, or BS degrees. It will be offered once per year with a projected enrollment of 25-30 students.

AIV:10.6a. Department of Mathematics

Course Number: MTH 5500

Title: Stochastic Calculus for Finance

Hours: 4.0

Credits: 4.0

Prerequisite: MTH 4120, MTH 4125, MTH 4500

Course Description: This course is an introduction to stochastic calculus and its applications to modern finance. The core topics developed in the course are the Ito stochastic integral, Ito's formula, and basic stochastic differential equations. The course will provide students with indispensable tools for valuation of financial derivatives and for keeping up with developments in financial modeling.

Rationale: MTH 5500 can be used as an elective within the actuarial science and mathematics majors, as an elective within the mathematics minor, as a required course for the proposed financial engineering major, or as a general elective for the BA, BBA, or BS degrees. It will be offered once per year with a projected enrollment of 25-30 students.

AIV:10.7a. Department of Modern Languages and Comparative Literature

Course Number: CMP/JWS/LACS/LTS 3051

Title: Latin American Jewish Women Writers

Hours: 3.0

Credits: 3.0

Prerequisite: ENG/CMP 2800 or 2850

Course Description: This course examines literature produced by Latin American Jewish women writers in the 20th and 21st centuries. It focuses on poetry, novels, short stories and essays. In conjunction with literary analysis, this course considers socio-historical contexts as well as issues of Jewish diaspora, religion, and feminism. While concentrating on Argentina, Brazil, and Mexico as significant sites of the Jewish diaspora, the course gives attention to issues of gender and diasporic identities in Latin America. Writers may include Marjorie Agosín, Lilliana Heker, Ana María Shua, and Clarice Lispector, among others. In addition, relevant films are integrated and analyzed in class. (Students will receive credit for only one of the following courses: CMP 3051, JWS 3051, LACS 3051, or LTS 3051. These courses may substitute for each other in the F-replacement policy.)

Rationale: Despite the significance of the writing of Latin American Jewish women, a course devoted to its study is still lacking. What are the particular contributions of Jewish women writers to the diaspora in Latin America? What are the specific issues presented by women writers? These are some of the questions that are addressed in

the course. The course will fill an existing vacuum in the department's curriculum. In addition, this course will serve as an elective within the following minors: Comparative Literature; Latin American and Caribbean Studies; Jewish Studies; and Women's Studies. It can also be used as a general elective for the BA, BBA, or BS degrees.

Modern Languages and Comparative Literature is considered the home department for this course. CMP/JWS/LACS/LTS 3051 will be offered once per year with a projected enrollment of 23 students.

AIV:10.8a. Department of Modern Languages and Comparative Literature

Course Number: CHI 4224

Title: The Contemporary Chinese Short Story

Hours: 3.0

Credits: 3.0

Prerequisite: CHI 3001, or CHI 3002, or departmental permission

Course Description: This course examines representative Chinese short stories published in the past three decades by writers in mainland China, Taiwan, Hong Kong and overseas Chinese communities. Attention is given to major themes and narrative techniques presented in these short stories, as well as to their socio-historical significance and the widely differing political contexts in which they were produced. Authors include Mo Yan, Bai Xianyong, Xi Xi, Su Tong, Zhu Tianwen, Han Shaogong, Ye Si, among others.

Rationale: In recent years, the Chinese program has seen steady growth in enrollment in the Chinese Minor. In addition to advanced-level language courses, we have very few content courses in classical Chinese literature and Chinese cinema. This proposal to add the contemporary Chinese short story to our course offerings is the first step in our effort to expand our course lineup to include modern and contemporary periods as well as a variety of genres. This course will benefit students by developing and refining their linguistic capability and literary sensibility. It will also enable them to understand and appreciate the cultural significance and socio-historical context of the writings.

CHI 4224 will be offered once per year with a projected enrollment of 24 students. This course may be used to satisfy the BA foreign language requirement (for continuing students following the Baruch Common Core Curriculum), as a course within the Chinese minor, or as a general elective for the BA, BBA, and BS degrees.

The following recommendation of the Graduate Affairs Committee was approved at the Mildred and George Weissman School of Arts and Sciences Faculty Meeting on

December 11, 2013 effective the Fall 2014 semester, pending approval of the Board of Trustees.

AIV:10.9a. Department of Mathematics

Course Number: MTH 9864

Title: Model Review for Quantitative Models in Finance

Hours: 1.5

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

Prerequisite: MTH 9814

Course Description: This course covers the technical aspects of generating a quantitative model, back-testing it, and implementing it in production. Students will learn about the motivation and practical aspects of the model validation process, and its importance in the financial industry.

Rationale: Model review has become a very important growth area in the financial industry, with the added emphasis on risk management and regulation. Model review is also a quantitative area, thus rendering the technical skills of our students a good fit with the positions. The students will benefit from learning the intricacies of back-testing and assessing the risk of models and positions before going into production, as well as the very practical aspect of how model review is positioned in the overall structure of a financial institution.

This is an elective course in the Financial Engineering MS Program. It will be offered once per year with a projected enrollment of 25 students

AIV:10.10a. Department of Psychology

Course Number: PSY 9827

Title: Child and Adolescent Psychopathology: Assessment and Treatment

Hours: 3.0

Credits: 3.0

Prerequisite: none

Course Description: This course will focus on psychological disorders as they affect children and adolescents. It will include an overview of assessment and treatment of

mental health, behavioral, and emotional difficulties that may occur in childhood and adolescence.

Rationale: This course is part of the clinical training for students and covers disorders not addressed in PSY 9819. Since our students will be working with the entire developmental range, childhood and adolescence is an important component of their training. This course will be included as a required component of the 60 credit masters. PSY 9827 will be offered once per year with a projected enrollment of 23 students.

AIV:10.11a. Department of Psychology

Course Number: PSY 9828

Title: Theories of Counseling

Hours: 3.0

Credits: 3.0

Prerequisite: none

Course Description: This course provides an overview of major theories of counseling with a special focus on gender, culture, counselor preparation, and case formulation strategies. Students will read about historical and intellectual foundations of major counseling theories while observing skills and techniques employed by practitioners representing various theoretical perspectives. Students will be encouraged to explore the major theoretical orientations and their own personal beliefs and values in an effort to deepen their understanding of counseling process and outcome.

Rationale: This course is part of the NYS education requirements for the masters in mental health counseling program. PSY 9828 will be offered once per year with a projected enrollment of 23 students.

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

Course Number: Bus 1010

Title: Digital Marketing Bootcamp

Hours: 1

Credits: 1

Pre-requisite: Bus 1000

This course introduces students to the growing field of digital marketing. The course is designed to cover digital marketing concepts on both the strategic and tactical levels with the strategic advantage of industry experts. Topics include the framework and terminology of digital marketing and techniques; measurement techniques to evaluate the success of digital marketing initiatives; the crossover among advertising, PR and marketing platforms, concepts and technologies, and digital marketing in the context of other media and as an inbound (marketing intelligence) and outbound (messaging) tool, as well as a “conversational” medium.

Rationale: This course will provide students with a primer on digital marketing. Students will benefit because: (1) they will obtain cutting-edge knowledge provided by industry guest speakers who are experts in each of the areas covered in the course; (2) both instructor and guest lecturers will be a source of industry contacts for students; (3) the course will give students hands-on knowledge that they will leverage during the internship application process; and (4) the course will help students make an informed decision as to whether they want to pursue a degree and a career in the digital arena. Unlike courses in the Digital Marketing Track that offer depth and breadth from both a technical and practical perspective, Digital Marketing Boot Camp is a course, like BUS 1000, that simply defines a field of student inquiry and possible careers in it. The course is expected to be offered during January and/or Summer terms and to enroll approximately 25 students.

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

Course Number: MKT 5200

Title: Marketing and Consulting Practicum

Hours: 3

Credits: 3

Pre or Co-requisite: MKT 3000 and department permission

The objective of MKT 5200 is to allow students to work on pro-bono consulting projects utilizing what has been taught in the classroom and translating what they have learned into a real-world experience. This course will enable them to work with business professionals, both within and outside the Baruch College community. The skill set utilized in the classroom includes print advertising, branding, graphic and web design, social media, and public relations. Our goal is to enable students to grow in the areas of critical thinking and written and verbal communication.

Rationale: MKT 5200 (Marketing Consulting Practicum) has been offered as a special topics course previously. This course will expose students to the complexities of marketing consulting. They will take on real life projects from established companies and start-ups. Students will work in small groups on a series of projects. The instructor

will guide them through the process and ensure that students are approaching the problems appropriately. In addition to the substantive knowledge that students will gain, they will also interact with businesses in a professional manner, which will be beneficial for their careers. Consulting projects and guest speakers will vary from semester to semester. The course continues to provide relevance to the Marketing curriculum. It is expected to be offered every semester and enroll approximately 25 students.

AIV:10.3b. Department of Management

Course Number: MGT 4491

Title: Special Topics in Human Resource Management

Hours: 1

Credits: 1

Prerequisite: To be determined by the syllabus

This course focuses on timely and relevant topics in human resource management that are not covered in the regular curriculum. The areas of study are determined each semester by the instructor offering the course. The course topics and additional prerequisites will be announced during the preceding semester. Students may take this more than once provided that different topics are covered.

Rationale: This course will provide flexibility in offering contemporary topics that draw on the special expertise of the instructor but that do not otherwise fit the regular curriculum. Ability to offer special topics in one-credit course provides the flexibility in selecting topics that may be timely and relevant, but might not warrant a 1.5, 2, or 3-credit course. This special course is expected to enroll approximately 20 students each semester, when offered, and it will be used as a major or a business elective. The course number will allow identification of a special topics course in Human Resource Management.

AIV:10.4b. Department of Management

Course Number: MGT 4492

Title: Special Topics in Human Resource Management

Hours: 2

Credits: 2

Prerequisite: To be determined by the syllabus

This course focuses on timely and relevant topics in human resource management that are not covered in the regular curriculum. The areas of study are determined each semester by the instructor offering the course. The course topics and additional prerequisites will be announced during the preceding semester. Students may take this more than once provided that different topics are covered.

Rationale: This course will provide flexibility in offering contemporary topics that draw on the special expertise of the instructor but that do not otherwise fit regular curriculum. Ability to offer special topics in a two-credit course provides the flexibility in selecting topics that may be timely and relevant, but might not warrant a 1, 1.5, or 3-credit course. This special course is expected to enroll approximately 20 students each semester, when offered, and it will be used as a major or a business elective. The course number will allow identification of a special topics course in Human Resource Management.

AIV:10.5b. Department of Management

Course Number: MGT 4493

Title: Special Topics in Human Resource Management

Hours: 3

Credits: 3

Prerequisite: To be determined by the syllabus

This course focuses on timely and relevant topics in human resource management that are not covered in the regular curriculum. The areas of study are determined each semester by the instructor offering the course. The course topics and additional prerequisites will be announced during the preceding semester. Students may take this more than once provided that different topics are covered.

Rationale: This course will provide flexibility in offering contemporary topics that draw on the special expertise of the instructor but that do not fit the regular curriculum. This special course is expected to enroll approximately 20 students each semester, when offered, and it will be used as a major or a business elective. The course number will allow identification of a special topics course in Human Resource Management.

AIV:10.6b. Department of Management

Course Number: MGT 4494

Title: Special Topics in Human Resource Management

Hours: 1.5

Credits: 1.5

Prerequisite: To be determined by the syllabus

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

Rationale: This course will provide flexibility in offering contemporary topics that draw on the special expertise of the instructor but that do not otherwise fit the regular curriculum. Ability to offer special topics in a 1.5-credit course provides the flexibility in selecting topics that may be timely and relevant, but might not warrant a 1, 2, or 3-credit course. This special course is expected to enroll approximately 20 students each semester, when offered, and it will be used as a major or a business elective. The course number will allow identification of a special topics course in Human Resource Management.

AIV:10.7b. Department of Management

Course Number: MGT 4591

Title: Special Topics in Operations Management

Hours: 1

Credits: 1

Prerequisite: To be determined by the syllabus

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

Rationale: This course will provide flexibility in offering contemporary topics that draw on the special expertise of the instructor but that do not otherwise fit the regular curriculum. Ability to offer special topics in one-credit course provides the flexibility in selecting topics that may be timely and relevant, but might not warrant a 1.5, 2, or 3-credit course. This special course is expected to enroll approximately 15 students each semester, when offered, and it will be used as a major or a business elective. The course number will allow identification of a special topics course in Operations Management.

AIV:10.8b. Department of Management

Course Number: MGT 4592

Title: Special Topics in Operations Management

Hours: 2

Credits: 2

Prerequisite: To be determined by the syllabus

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

Rationale: This course will provide flexibility in offering contemporary topics that draw on the special expertise of the instructor but that do not otherwise fit the regular curriculum. Ability to offer special topics in a two-credit course provides the flexibility in selecting topics that may be timely and relevant, but might not warrant a 1, 1.5, or 3-credit course. This special course is expected to enroll approximately 15 students each semester, when offered, and it will be used as a major or a business elective. The course number will allow identification of a special topics course in Operations Management.

AIV:10.9b. Department of Management

Course Number: MGT 4593

Title: Special Topics in Operations Management

Hours: 3

Credits: 3

Prerequisite: To be determined by the syllabus

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

Rationale: This course will provide flexibility in offering contemporary topics that draw on the special expertise of the instructor but that do not fit the regular curriculum. This special course is expected to enroll approximately 15 students each semester, when

offered, and it will be used as a major or a business elective. The course number will allow identification of a special topics course in Operations Management.

AIV:10.10b. Department of Management

Course Number: MGT 4594

Title: Special Topics in Operations Management

Hours: 1.5

Credits: 1.5

Prerequisite: To be determined by the syllabus

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

Rationale: This course will provide flexibility in offering contemporary topics that draw on the special expertise of the instructor but that do not otherwise fit the regular curriculum. Ability to offer special topics in 1.5-credit course provides the flexibility in selecting topics that may be timely and relevant, but might not warrant a 1, 2, or 3-credit course. This special course is expected to enroll approximately 15 students each semester, when offered, and it will be used as a major or a business elective. The course number will allow identification of a special topics course in Operations Management.

AIV:10.11b. Department of Management

Course Number: MGT 4991

Title: Special Topics in Entrepreneurship

Hours: 1

Credits: 1

Prerequisite: To be determined by the syllabus

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

Rationale: This course will provide flexibility in offering contemporary topics that draw on the special expertise of the instructor but that do not otherwise fit the regular curriculum. Ability to offer special topics in a one-credit course provides the flexibility in selecting topics that may be timely and relevant, but might not warrant a 1.5, 2, or 3-credit course. This special course is expected to enroll approximately 15 students each semester, when offered, and it will be used as a major or a business elective. The course number will allow identification of a special topics course in Entrepreneurship Management.

AIV:10.12b. Department of Management

Course Number: MGT 4992

Title: Special Topics in Entrepreneurship

Hours: 2

Credits: 2

Prerequisite: To be determined by the syllabus

This course focuses on timely and relevant topics in entrepreneurship management that are not covered in the regular curriculum. The areas of study are determined each semester by the instructor offering the course. The course topics and additional prerequisites will be announced during the preceding semester. Students may take this more than once provided that different topics are covered.

Rationale: This course will provide flexibility in offering contemporary topics that draw on the special expertise of the instructor but that do not otherwise fit the regular curriculum. Ability to offer special topics in a two-credit course provides the flexibility in selecting topics that may be timely and relevant, but might not warrant a 1, 1.5, or 3-credit course. This special course is expected to enroll approximately 15 students each semester, when offered, and it will be used as a major or a business elective. The course number will allow identification of a special topics course in Entrepreneurship Management.

AIV:10.13b. Department of Management

Course Number: MGT 4993

Title: Special Topics in Entrepreneurship

Hours: 3

Credits: 3

Prerequisite: To be determined by the syllabus

This course focuses on timely and relevant topics in entrepreneurship management that are not covered in the regular curriculum. The areas of study are determined each semester by the instructor offering the course. The course topics and additional prerequisites will be announced during the preceding semester. Students may take this more than once provided that different topics are covered.

Rationale: This course will provide flexibility in offering contemporary topics that draw on the special expertise of the instructor but that do not fit the regular curriculum. This special course is expected to enroll approximately 20 students each semester, when offered, and it will be used as a major or a business elective. The course number will allow identification of a special topics course in Entrepreneurship Management.

AIV:10.14b. Department of Management

Course Number: MGT 4994

Title: Special Topics in Entrepreneurship

Hours: 1.5

Credits: 1.5

Prerequisite: To be determined by the syllabus

This course focuses on timely and relevant topics in entrepreneurship management that are not covered in the regular curriculum. The areas of study are determined each semester by the instructor offering the course. The course topics and additional prerequisites will be announced during the preceding semester. Students may take this more than once provided that different topics are covered.

Rationale: This course will provide flexibility in offering contemporary topics that draw on the special expertise of the instructor but that do not otherwise fit the regular curriculum. Ability to offer special topics in a 1.5-credit course provides the flexibility in selecting topics that may be timely and relevant, but might not warrant a 1, 2 , or 3-credit course. This special course is expected to enroll approximately 15 students each semester, when offered, and it will be used as a major or a business elective. The course number will allow identification of a special topics course in Entrepreneurship Management.

Section AV: Changes in Existing Courses

AV:10.1a. Change in Course Designation

FROM: MTH 2160 Ideas in Mathematics and Their Applications		TO: MTH 2160 Ideas in Mathematics and Their Applications	
Credits	3	Credits	3

Hours	3 + 1	Hours	3 + 1
Description	<p>This course is designed for the liberal arts student who wants to sample the intellectual breadth of mathematics. Topics are chosen which are representative of the following fields: number theory, infinity in mathematics, geometry and topology, modern physics, computer arithmetic, set theory, the history of mathematics, probability and statistics, and graph theory. Applications of the ideas are presented wherever feasible. Some possible topics include: primality, the nature and representation of numbers, the Euclidean Algorithm, numerical approximation, geometric and sequences and series, cardinality, the bridges of Koenigsberg problem, projective geometry, non-Euclidean geometry, relativity, binary arithmetic, symbolic logic, the life of a selected mathematician, games of chance, misusing data, planar graphs, and network analysis. (MTH 2160 is not recommended for students whose major requires a statistics course or another math course. It does not meet the BBA base curriculum math requirement. This course is not open to any student who completed any other</p>	Description	<p>This course is designed for the liberal arts student who wants to sample the intellectual breadth of mathematics. Topics are chosen which are representative of the following fields: number theory, infinity in mathematics, geometry and topology, modern physics, computer arithmetic, set theory, the history of mathematics, probability and statistics, and graph theory. Applications of the ideas are presented wherever feasible. Some possible topics include: primality, the nature and representation of numbers, the Euclidean Algorithm, numerical approximation, geometric and sequences and series, cardinality, the bridges of Koenigsberg problem, projective geometry, non-Euclidean geometry, relativity, binary arithmetic, symbolic logic, the life of a selected mathematician, games of chance, misusing data, planar graphs, and network analysis. (MTH 2160 is not recommended for students whose major requires a statistics course or another math course. It does not meet the BBA base curriculum math requirement. This course is not open to any student who completed any other mathematics course numbered 2000 or higher.)</p>

	mathematics course numbered 2000 or higher.)		
Pathways Course Designation	N/A	Pathways Course Designation	<u>Required Core: Mathematical and Quantitative Reasoning</u>

Rationale: MTH 2160 was approved by the Pathways Common Core Course Review Committee on December 6, 2013.

AV:10.2a. Change in Course Description

FROM: POL 4900 Political Science Capstone Seminar		TO: POL 4900 Political Science Capstone Seminar	
Description	This course is designed to enable students to develop a sophisticated understanding of the concepts and theories employed in political science. The seminar combines extensive reading, in-depth research, oral student presentations, and intensive class discussion. Topics will be drawn from one of the following areas: American politics, urban politics, political theory, public policy, comparative politics, or international politics. Students will prepare class presentations and a substantial research paper as part of the course requirements.	Description	This course is designed to enable students to develop a sophisticated understanding of the concepts and theories employed in political science. The seminar combines extensive reading, in-depth research, oral student presentations, and intensive class discussion. Topics will be drawn from one of the following areas: American politics, urban politics, political theory, public policy, comparative politics, or international politics. Students will prepare class presentations and a substantial research paper as part of the course requirements. <u>(POL 4900 may be repeated once for credit as an area elective within the major, provided the two courses cover different topics.)</u>

Rationale: Permitting students to take POL 4900 twice, if covering different topics, will enhance their educational experience by offering them a second opportunity to study in a seminar format.

AV:10.3a. Change in Hours and Credits

FROM: PSY 9812 Clinical Health Counseling		TO: PSY 9812 Clinical Health Counseling	
Hours	3.0	Hours	<u>1.5</u>
Credits	3.0	Credits	<u>1.5</u>

Rationale: In order to expand the scope of curriculum for the MHC students, this course was condensed. Condensing this course necessitated some content loss, however, the principle topic areas in clinical health counseling have been preserved. In addition, course assignments that assess mastery of content and provide opportunity for written and oral expression of the subject matter (e.g., exams, class project with presentation) have been preserved.

AV:10.4a. Change in Hours and Credits

FROM: PSY 9823 Career Counseling		TO: PSY 9823 Career Counseling	
Hours	3.0	Hours	<u>1.5</u>
Credits	3.0	Credits	<u>1.5</u>

Rationale: In order to expand the curriculum for the MHC students, this course was condensed. This will allow students to obtain the necessary knowledge in the area of career counseling while being able to take a more varied course load for their master's degree.

AV:10.5a. Change in Hours and Credits

FROM: PSY 9824 Assessment in Counseling		TO: PSY 9824 Assessment in Counseling	
Credits	3.0	Credits	<u>1.5</u>
Hours	3.0	Hours	<u>1.5</u>

Rationale: In order to expand the curriculum for the MHC students, this course was condensed. This will allow students to obtain the necessary knowledge in the area of assessment while being able to take a more varied course load. While condensing this course necessitated some content loss, the principle topic areas have been preserved. For example, the course covers behavioral assessment, intelligence testing, personality testing, and standardized clinical assessment (e.g., use of measures for anxiety and depression). In addition, course assignments have been designed to assess mastery of content (e.g., final exam, short assignments) and opportunity for written expression of the subject matter (e.g., integrated reports).

AV:10.6a. Change in Hours and Credits

FROM: PSY 9826 Assessment and Treatment of Obesity and Eating Disorders		TO: PSY 9826 Assessment and Treatment of Obesity and Eating Disorders	
Hours	3.0	Hours	<u>1.5</u>
Credits	3.0	Credits	<u>1.5</u>

Rationale: In order to expand the curriculum for the MHC students, this course was condensed. This will allow students to obtain the necessary knowledge in the areas of obesity and eating disorders while being able to take a more varied course load.

AV:10.1b. Changes in title

From: MKT 4131		To: MKT 4131	
Title	Persuasive Communications Techniques and Strategies	Title	<u>Advertising Creative Strategy and Tactics</u>

Rationale: This course is currently taught as a course on the creative process behind an advertising campaign. The course content will remain the same: we are changing the course title to reflect the content better and to be more descriptive to students.