

June 2009

Baruch College

Chancellor's University Report – Part A: Academic Matters

PART A: ACADEMIC MATTERS

The following recommendation of the Graduate Affairs Committee was approved at the Mildred and George Weissman School of Arts and Sciences Faculty Meeting on May 13, 2009 effective the Fall 2009 semester, pending approval of the Board of Trustees.

Section AI: Special Actions

AI:10.1a. Change in Credit Requirements for Graduate Full-Time Status

RESOLVED, that a program load of three 9000-level courses (9 credits) is considered the minimum full-time graduate course load for the following Weissman School of Arts and Sciences programs: MA in Corporate Communication [Program Code 22302, HEGIS Code 0699.00]; MS in Applied Mathematics for Finance [Program Code 24276, HEGIS Code 1703.00]; and MS in Industrial and Organizational Psychology [Program Code 79564, HEGIS Code 2008.00] effective the Fall 2009 semester.

Rationale: This change is being done to bring the Weissman graduate programs in line with standard practices within CUNY 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 May 13, 2009 effective the Spring 2010 semester, pending approval of the Board of Trustees.

Section AIII: Changes in Degree Programs

AIII:10.1a. New Minor: Tier III Minor in Film

The Minor

Description

The Film Minor offers students an interdisciplinary program suitable for both Business and Liberal Arts and Sciences students who have an interest in developing an understanding of film as a medium as well as its relationship to social movements, national cultures, and related artistic forms. Students minoring in film acquire skills for analyzing mainstream film texts as well as those arising from alternative models of production and distribution. The program surveys the evolution of international film from its origins at the end of the nineteenth century to its current status as a vital and economically powerful contemporary art form. In order to complete a minor in Film Studies, students must take three courses, one of which must be FLM 3001 (History of Film I), FLM 3002 (History of Film II), or ENG 3260 (The Art of Film); one 3000 or 4000 level course from the list of approved electives; and FLM 4900 (Critical Approaches to Film).

Required Capstone:

FLM 4900 Critical Approaches to Film

Required Course: One course from the following:

ENG 3260 The Art of Film

FLM 3001 History of Film I

FLM 3002 History of Film II

Electives: One course from the following:

ART 3244 The Influence of Visual Arts on Film

CHI 4183 Chinese Cinema (taught in Chinese)

COM 3059 Video Communication and Production

ENG 3260 The Art of Film

ENG 3270 Film and Literature

ENG 3285 Women in Film

ENG 3940 Topics in Film

FLM 3001 History of Film I

FLM 3002 History of Film II

FRE 4503 Contemporary French Cinema and Society (taught in French)

JRN/

ENG 3280 Documentary Film

JRN 3650 Film Writing Workshop

LTT/

FLM 3151 History of French Cinema

LTT 4100 Migrations and Border Crossing in "Immigration Film"

MSC 3034 Music in Films

SPA 4183 Spanish Film: Cinematic Representations of the Spanish Artistic Tradition (taught in Spanish)

Rationale: One of the first genuinely international media industries and cultural forms of the twentieth century, film remains a central medium of artistic expression, cultural history, and national identity. The study of film is both broadly interdisciplinary and grounded in its own methods, histories, and critical vocabulary. The proposed Film Minor would take advantage of existing faculty expertise and course offerings across the Departments of English, Modern Languages, Communication Studies, Journalism, and Fine and Performing Arts. These current film courses have consistently attracted healthy enrollments, and a film minor would be of interest and utility for students majoring in many Weissman Departments as well as for Zicklin students majoring in public relations, marketing, and international business. The minor would take unique advantage of both the College's diverse international student body and the substantial resources for film culture in New York City.

AIII:10.2a. New Minor: Tier III Minor in Business Writing

The Minor

Description

The minor in Business Writing provides students in business, public affairs, and liberal arts with a firm foundation in professional writing for business purposes. The program includes options to study business and marketing-related writing, Internet communications, legal writing, journalistic writing, and financial writing. Students will expand their research, analytical, and writing abilities as they study and become proficient in the use of workplace-related writing. This minor is particularly

recommended for students preparing for careers in business, government, marketing, management, public relations, media, law, education, politics, and with nonprofit organizations.

To fulfill the College-wide requirement for the Tier III minor with a concentration in business writing, students are required to complete a minimum of nine credits, including one course chosen from among JRN 3050, JRN 3150, and JRN 3200; one additional 3000-level course; and one course at the 4000 level or above, all drawn from the curriculum of the Department of Journalism and the Writing Professions. All department courses at the 4000-level or above, except for the Media Internship, JRN 5050 or 5051, may serve as the capstone course.

Rationale: Across many disciplines and in many professions, a clamor has arisen for better business and professional writing and clearer communication. Studying the tools, techniques, and resources of business writing with the faculty of the Department of Journalism and the Writing Professions will enable students to hone and strengthen their analytical, research, and writing abilities as they pursue their individual career goals or graduate studies. This minor follows the model of other WSAS departments that offer a minor.

All:10.3a. The following revisions are proposed for the Major in Actuarial Science

Program: BA in Actuarial Science

Program Code: 82292

Effective: Spring 2010

From: BA IN ACTUARIAL SCIENCE			To: BA IN ACTUARIAL SCIENCE		
Course	Description	Crs	Course	Description	Crs
Prerequisites			Prerequisites		
MTH 2610	Calculus I	4	MTH 2610	Calculus I	4
MTH 3010	Calculus II	4	MTH 3010	Calculus II	4
or			or		
MTH 2205	Applied Calculus II	3	MTH 2205	Applied Calculus II	3
MTH 3006	Integral Calculus	4	MTH 3006	Integral Calculus	4
ECO 1001	Micro-Economics	3	ECO 1001	Micro-Economics	3
ECO 1002	Macro-Economics	3	ECO 1002	Macro-Economics	3
Required Courses			Required Courses		
MTH 3020	Intermediate Calculus	4	MTH 3020	Intermediate Calculus	4
or			or		
MTH 3030	Analytic Geometry and Calculus II	5	MTH 3030	Analytic Geometry and Calculus II	5
MTH 4120	Introduction to Probability	4	<u>MTH 3300</u>	<u>Algorithms, Computers, and Programming I</u>	<u>3</u>
MTH 4410	Theory of Interest	4	MTH 4120	Introduction to Probability	4
MTH 4500	Introductory Financial Mathematics	4	MTH 4410	Theory of Interest	4
FIN 3000	Principles of Finance	3	MTH 4500	Introductory Financial Mathematics	4
FIN 3610	Corporate Finance	3	FIN 3000	Principles of Finance	3
			FIN 3610	Corporate Finance	3
Electives - In addition, two courses must be chosen from the following list of electives:			Electives - In addition, <u>one course</u> must be chosen from the following list of electives:		
<u>MTH 3300</u>	<u>Algorithms, Computers, and Programming I</u>	<u>3</u>	MTH 4125	Introduction to Stochastic Processes	4

MTH 4125	Introduction to Stochastic Processes	4	MTH 4130	Mathematics of Statistics	4
MTH 4130	Mathematics of Statistics	4	MTH 4135	Methods of Monte Carlo Simulation	3
MTH 4135	Methods of Monte Carlo Simulation	3	MTH 4420	Actuarial Mathematics	4
MTH 4420	Actuarial Mathematics	4	MTH 4421	Actuarial Mathematics II	4
MTH 4421	Actuarial Mathematics II	4	MTH 4451	Risk Theory	4
MTH 4451	Risk Theory	4	ECO 3100	Intermediate Micro-Economics	3
ECO 3100	Intermediate Micro-Economics	3	ECO 3200	Intermediate Macro-Economics	3
ECO 3200	Intermediate Macro-Economics	3			

Rationale: Students had the option of including MTH 3300 in their major. It is now the industry standard, however, that actuaries have a strong background in programming, especially with C++. As such, MTH 3300 will now be included as a required course.

All:10.4a. The following revisions are proposed for the Major in Business Communication – Business Journalism Specialization

Change in Name of the Specialization and Course Requirements

Program: BA in Business Communication

Program Code: 86011

Effective: Spring 2010

From: BA IN BUSINESS COMMUNICATION			To: BA IN BUSINESS COMMUNICATION		
Business Communication Major: Business Journalism Specialization for the BA Student			Business Communication Major: <u>Business Writing</u> Specialization for the BA Student		
For the BA student who is interested in combining business journalism with preparation in business administration, the following interdisciplinary specialization within the business communication major is suggested.			For the BA student who is interested in combining business <u>writing</u> with preparation in business administration, the following interdisciplinary specialization within the business communication major is suggested.		
Course	Description	Crs	Course	Description	Crs
Base Curriculum Courses No credit toward the major			Base Curriculum Courses No credit toward the major		
ENG 2100	Writing I (or its equivalent)	3	ENG 2100	Writing I (or its equivalent)	3
ENG 2150	Writing II	3	ENG 2150	Writing II	3
ENG 2800	Great Works of Literature I	3	ENG 2800	Great Works of Literature I	3
or			or		
ENG 2850	Great Works of Literature II	3	ENG 2850	Great Works of Literature II	3
Program Prerequisites (12 credits)			Program Prerequisites (12 credits)		
MKT 3000	Marketing Foundations	3	MKT 3000	Marketing Foundations	3
MGT 3120	Fundamentals of Management	3	MGT 3120	Fundamentals of Management	3
STA 2000	Business Statistics I	3	STA 2000	Business Statistics I	3
or			or		
STA 2100	Statistics for Social Science	3	STA 2100	Statistics for Social Science	3

or			or		
ECO 1002	Macro-Economics (may be applied to the base curriculum)	3	ECO 1002	Macro-Economics (may be applied to the base curriculum)	3
CIS 2200			CIS 2200		
	Introduction to Information Systems and Technologies	3		Introduction to Information Systems and Technologies	3
or			or		
IDC 1000	Computer Literacy (may be applied to eh base curriculum)	3	IDC 1000	Computer Literacy (may be applied to eh base curriculum)	3
Major/Specialization			Major/Specialization (30 - 33 credits)		
Interdisciplinary Core: 13 credits			Interdisciplinary Core: <u>12 - 13</u> credits		
Business Communication			Business Communication		
JRN 3050	Journalistic Writing	4	JRN 3050	Journalistic Writing	4
or			or		
			<u>JRN 3150</u>	<u>Business Communication</u>	<u>3</u>
And			And		
			<u>JRN 3220</u>	<u>Media Ethics and Law</u>	<u>3</u>
Marketing/Advertising – Choose one course			Marketing/Advertising – Choose one course		
MKT 3520	Advertising and Marketing Communication	3	MKT 3520	Advertising and Marketing Communication	3
MKT 3600	Marketing Research	3	MKT 3600	Marketing Research	3
MKT 3605	Consumer Behavior	3	MKT 3605	Consumer Behavior	3
MKT 4171	Public Relations	3	MKT 4171	Public Relations	3
Management – Choose one course			Management – Choose one course		
MGT 3300	Management: A Behavioral Approach	3	MGT 3300	Management: A Behavioral Approach	3
MGT 3800	Management and Society	3	MGT 3800	Management and Society	3
Business or Arts and Sciences Elective 3			Business or Arts and Sciences Elective 3		
One business or arts and sciences elective (2000-level or above*) to be selected upon consultation with the program advisor and with the advisor's approval.			One business or arts and sciences elective (2000-level or above*) to be selected upon consultation with the program advisor and with the advisor's approval.		
Business Journalism Specialization Requirements			Business <u>Writing</u> Specialization Requirements		
Required Courses			Required Courses <u>10 – 12</u> credits		
JRN 3100	Copy Editing	3	JRN 3200	Business and Financial <u>Writing</u>	4
or			and two from the following:		
JRN 3500	Advanced Reporting and Writing	4	JRN 3100	Copy Editing	<u>3</u>
			<u>JRN 3150</u>	<u>Business Communication</u>	<u>3</u>
JRN 3200	Business and Financial Journalism	4	JRN 3500	Advanced Reporting and Writing	4
JRN 5050-5051	Media Internship	4	<u>JRN 3510</u>	<u>Multimedia Reporting</u>	<u>4</u>
			JRN 5050-5051	Media Internship	4

Electives – Choose three courses			Electives 6 – 8 credits		
JRN 3060	Feature Article Writing	3	JRN 3060	Feature Article Writing	3
JRN 3100	Copy Editing	3	JRN 3100	Copy Editing	3
JRN 3210	Television Journalism Basics I	3	JRN 3210	Television Journalism Basics I	3
JRN 3220	Media Ethics	3	JRN 3220	Media Ethics	3
JRN 3500	Advanced Reporting and Writing	4	JRN 3500	Advanced Reporting and Writing	4
JRN 3510	Multimedia Reporting	4	JRN 3510	Multimedia Reporting	4
JRN 3600	Creative Journalism	3	JRN 3600	Creative Nonfiction	3
JRN 3800	Environmental Reporting	3	JRN 3800	Environmental Reporting	3
JRN 3900**	Topics in Journalism	3	JRN 3900**	Topics in Journalism	3
JRN 4200	Business Press Coverage of Politics and Policy	3	JRN 4200	Business Press Coverage of Politics and Policy	3
JRN 4220	A Century of Muckraking	3	JRN 4220	A Century of Muckraking	3
JRN 4750	Investigative Reporting	3	JRN 4750	Investigative Reporting	3
JRN 4920	Research Seminar	4	JRN 4920	Research Seminar	4
JRN 5050-5051	Media Internship	4	JRN 5050-5051	Media Internship	4
* Must be taken outside the department of specialization.			** Students may enroll in JRN 3900 more than once if the topic is different		
** Students may enroll in JRN 3900 more than once if the topic is different					

Rationale: Renaming and reshaping the content of this specialization will sharpen the distinction between it and the business journalism specialization within the journalism major. The business writing specialization responds to the need of many disciplines and many professions for better writing and clearer communication. By studying the tools, techniques, and resources of a range of business writing with the faculty of the Department of Journalism and the Writing Professions, students will strengthen their analytical skills, research, and writing.

All:10.5a. The following revisions are proposed for the Major in Journalism – Business Journalism Specialization

Program: BA in Journalism

Program Code: 32365

Effective: Spring 2010

Course	Description	Crs	Course	Description	Crs
From: BA IN JOURNALISM			To: BA IN JOURNALISM		
<p>This program will teach students how to follow companies, uncover important economic trends and understand financial markets and their impact on society. The specialization also will help students develop research and reporting skills, mine data and communicate news to different audiences.</p>			<p><u>This program will teach students how to function as business and financial journalists, for a news organization or on their own. They will learn how to report on companies, analyze important economic trends and find regional variations in them, understand financial markets and their impact on society, and write journalistic articles for a wide range of outlets, including newspapers and magazines, television and radio and the Internet. The specialization will help students develop research, reporting, and interviewing skills; learn to mine data; develop article ideas, and communicate news to different audiences.</u></p>		
Program Prerequisite			Program Requirement		

JRN 2500	Perspectives on the News	3	JRN 2500	Perspectives on the News	3
Core Curriculum (15 credits)			Core Curriculum (15 credits)		
JRN 3050	Journalistic Writing	4	JRN 3050	Journalistic Writing	4
JRN 3200	Business and Financial Journalism	4	JRN 3200	Business and Financial Writing	4
JRN 3220	Media Ethics	3	JRN 3220	Media Ethics	3
JRN 5050-5051	Media Internship	4	JRN 5050-5051	Media Internship	4
or			or		
JRN 4920	Research Seminar	4	JRN 4920	Research Seminar	4
Business Journalism Electives (6 credits)			Business Journalism Electives (3 credits)		
JRN 3800	Environmental Reporting	3	One course chosen from		
JRN 3900	Topics in Journalism	3	JRN 4001	Covering the Financial Markets	3
JRN 4200	Coverage of Politics and Policy	3	JRN 4002	Covering Economics	3
JRN 4220	A Century of Muckraking	3			
JRN 4750	Investigative Reporting	3			
Additional Journalism Electives (3–4 credits)			Additional Journalism Electives (6 – 8 credits)		
At least 3 credits must be chosen among the following journalism courses, a writing-related Feit seminar, or the Harman Writer-in-residence course			Two courses chosen from the following:		
JRN 3060	Feature Article Writing	3	JRN 3060	Feature Article Writing	3
JRN/LIB 3065	Electronic Research Methods and Resources for Writers	3	JRN/LIB 3065	Electronic Research Methods and Resources for Writers	3
JRN 3100	Copy Editing	3	JRN 3100	Copy Editing	3
JRN 3210	TV Journalism Basics I	3	JRN 3210	TV Journalism Basics I	3
JRN 3500	Advanced Reporting and Writing	4	JRN 3500	Advanced Reporting and Writing	4
JRN 3600	Creative Journalism	3	JRN 3510	Multimedia Reporting	4
JRN 3800	Environmental Reporting	3	JRN 3600	Creative Nonfiction	3
JRN 3900	Topics in Journalism	3	JRN 3900	Environmental Reporting	3
JRN 4200	Press Coverage of Politics and Policy	3	JRN 3900	Topics in Journalism	3
JRN 4220	A Century of Muckraking	3	JRN 4001	Covering the Financial Markets	3
JRN 4750	Investigative Reporting	3	JRN 4002	Covering Economics	3
JRN 4920	Research Seminar	4	JRN 4200	Press Coverage of Politics and Policy	3
			JRN 4220	A Century of Muckraking	3
			JRN 4750	Investigative Reporting	3
			JRN 4920	Research Seminar	4
			JRN 5050-5051	Media Internship	4
			With permission of the journalism advisor, writing-related Feit seminars (IDC 4050) and Harman Writer-in-Residence courses may be counted toward the major.		
Two Additional Electives (6 credits)			Two Additional Electives (6 credits)		

Two 3-credit electives must be selected in consultation with business journalism faculty from SPA, Weissman, or Zicklin.

Six credits in electives drawn from the offerings of other programs throughout Baruch College, subject to approval by the journalism advisor.

Rationale: The Journalism faculty is sharpening the distinctions between the Business Journalism specialization within the Journalism major and the Business Writing specialization within the interdisciplinary Business Communication major. This new Business Journalism curriculum adds two business reporting classes and requires majors to take at least one of them, while considering the other as an elective choice. These changes make the Business Journalism curriculum broader and deeper and will better prepare our students to work within the evolving world of business and financial journalism. By studying the tools, techniques, and resources of business journalism with the faculty of the Department of Journalism and the Writing Professions, students will strengthen their analytical, research, and writing skills as they pursue their career goals or graduate studies.

The journalism faculty has concluded that JRN 2500 is an essential course for the major but need not be a prerequisite for the hands-on courses that teach our students the elements of reporting, research, and writing.

All:10.6a. The following revisions are proposed for the Major in Spanish

Program: BA in Spanish

Program Code: 01950

Effective: Spring 2010

From: BA IN SPANISH			To: BA IN SPANISH		
All students who major in Spanish are required to take the following courses:			All students who major in Spanish are required to take the following courses:		
Course	Description	Crs	Course	Description	Crs
SPA 4010	Advanced Written Communication	4	SPA 4010	Advanced Written Communication	4
SPA 4150	Cervantes	3	SPA 4050	Introduction to Literary Theory	3
And					
SPA 4050	Introduction to Literary Theory	3	As part of the 24-credit requirement, majors will take at least one course from each of the following groups:		
or					
SPA 4171	Civilization and Culture of Spain	3	Group 1: Language and Linguistics		
or			SPA 4001	Advanced Oral Communication II	4
SPA 4271	Civilizations and Cultures of Latin America	3	SPA 4003	Translation Workshop: Spanish to English	3
			SPA 4011	Structures of Modern Spanish	3
As part of the 24-credit requirement, majors will take at least one course from each of the following groups:			SPA 4012	Phonetics	3
Group 1: Language and Linguistics			SPA 4013	Introduction to Hispanic Linguistics	3
SPA 4001	Advanced Oral Communication II	4	SPA 4014	Hispanic Bilingualism	3
SPA 4011	Structures of Modern Spanish		SPA 4015	History of the Spanish Language	3
SPA 4012	Phonetics	3			
SPA 4013	Introduction to Hispanic Linguistics	3	Group 2: Latin American Literature		
SPA 4014	Hispanic Bilingualism	3	SPA 4221	Contemporary Latin-American Theatre	3
			SPA 4222	Contemporary Latin-American Novel	3
Group 2: Latin American Literature			SPA 4224	Contemporary Latin-American Short Story	3

SPA 4221	Contemporary Latin-American Theatre	3	SPA 4226	Afro-Caribbean Literature	3
SPA 4222	Contemporary Latin-American Novel	3	<u>SPA 4228</u>	<u>Twentieth-Century Women's Writing in Latin America</u>	<u>3</u>
SPA 4226	Afro-Caribbean Literature	3	SPA 4281	The Literature of Latin America I	3
SPA 4281	The Literature of Latin America I	3	SPA 4282	The Literature of Latin America II	3
SPA 4282	The Literature of Latin America II	3	SPA 4383	<u>Literature of the Hispanic Caribbean I</u>	3
SPA 4383	<u>Cuban, Dominican, and Puerto Rican Literature I</u>	3	SPA 4384	<u>Literature of the Hispanic Caribbean II</u>	3
SPA 4384	<u>Cuban, Dominican, and Puerto Rican Literature II</u>	3	Group 3: Peninsular Literature		
			SPA 4114	Spanish Medieval Literature	3
Group 3: Peninsular Literature			SPA 4117	Spanish Literature of the Golden Age	3
SPA 4114	Spanish Medieval Literature	3	<u>SPA 4118</u>	<u>Neoclassicism to Romanticism</u>	<u>3</u>
SPA 4117	Spanish Literature of the Golden Age	3	<u>SPA 4121</u>	<u>Modern Spanish Drama</u>	<u>3</u>
SPA 4123	The Generation of '98	3	SPA 4123	The Generation of '98	3
SPA 4124	Twentieth-Century Spanish Literature	3	SPA 4124	Twentieth-Century Spanish Literature	3
SPA 4125	Modern Spanish Short Story	3	SPA 4125	Modern Spanish Short Story	3
SPA 4181	History of Spanish Literature I	3	<u>SPA 4150</u>	<u>Cervantes</u>	<u>3</u>
SPA 4182	History of Spanish Literature II	3	SPA 4181	History of Spanish Literature I	3
			SPA 4182	History of Spanish Literature II	3
			Group 4: Culture and Civilization		
Group 4: Other			<u>SPA 4115</u>	<u>Images of Women in Spanish Culture</u>	<u>3</u>
SPA 4999	Special Studies in Spanish		SPA 4171	Civilization and Culture of Spain	3
SPA 5000-5004	Independent Study	variable	<u>SPA 4183</u>	<u>Spanish Film: Cinematic Representation of the Spanish Artistic Tradition</u>	<u>3</u>
SPA 6001-6003	Honors Seminar	variable	<u>SPA 4271</u>	<u>Civilization and Culture of Latin America</u>	<u>3</u>
Electives – The remaining 42 credits will be chosen from the following list of advanced course offerings in Spanish			SPA 4999	Special Studies in Spanish	3
SPA 4000	Advanced Oral Communication I	4	SPA 5000-5004	Independent Study	variable
SPA 4001	Advanced Oral Communication II	4	SPA 6001-6003	Honors Seminar	variable
SPA 4040	Advanced Written Communication	4			
SPA 4011	Structures of Modern Spanish	3	Electives – The remaining credits will be chosen from the following list of advanced course offerings in Spanish		
SPA 4012	Phonetics	3	SPA 4000	Advanced Oral Communication I	4
SPA 4013	Introduction to Hispanic Linguistics	3	SPA 4001	Advanced Oral Communication II	4
SPA 4014	Hispanic Bilingualism	3	<u>SPA 4003</u>	<u>Translation Workshop: Spanish to English</u>	<u>3</u>
SPA 4050	Introduction to Literary Theory	3	SPA 4011	Structures of Modern Spanish	3
SPA 4114	Spanish Medieval Literature	3	SPA 4012	Phonetics	3
SPA 4116	Spanish Literature of the Renaissance	3	SPA 4013	Introduction to Hispanic Linguistics	3
SPA 4117	Spanish Literature of the Golden Age	3	SPA 4014	Hispanic Bilingualism	3
SPA 4118	Neoclassicism to Romanticism	3	<u>SPA 4015</u>	<u>History of the Spanish Language</u>	<u>3</u>
SPA 4120	Modern Poetry	3	SPA 4114	Spanish Medieval Literature	3

SPA 4121	Modern Spanish Drama	3	SPA 4116	Spanish Literature of the Renaissance	3
SPA 4122	The Modern Novel	3	SPA 4117	Spanish Literature of the Golden Age	3
SPA 4123	The Generation of '98	3	SPA 4118	Neoclassicism to Romanticism	3
SPA 4124	Twentieth-Century Spanish Literature	3	SPA 4120	Modern Poetry	3
SPA 4125	Modern Spanish Short Story	3	SPA 4121	Modern Spanish Drama	3
SPA 4150	Cervantes	3	SPA 4122	The Modern Novel	3
SPA 4171	Civilization and Culture of Spain	3	SPA 4123	The Generation of '98	3
SPA 4181	History of Spanish Literature I	3	SPA 4124	Twentieth-Century Spanish Literature	3
SPA 4182	History of Spanish Literature II	3	SPA 4125	Modern Spanish Short Story	3
SPA 4183	Spanish Film: Cinematic Representation of the Spanish Artistic Tradition	3	SPA 4150	Cervantes	3
SPA 4219	Nineteenth-Century Latin-American Literature Prior to Modernismo	3	SPA 4171	Civilization and Culture of Spain	3
SPA 4220	Nineteenth-and-Twentieth-Century Latin-American Poetry	3	SPA 4181	History of Spanish Literature I	3
SPA 4221	Contemporary Latin-American Theatre	3	SPA 4182	History of Spanish Literature II	3
SPA 4222	Contemporary Latin-American Novel	3	SPA 4183	Spanish Film: Cinematic Representation of the Spanish Artistic Tradition	3
SPA 4223	Modernismo in Latin America	3	SPA 4219	Nineteenth-Century Latin-American Literature Prior to Modernismo	3
SPA 4224	Contemporary Latin-American Short Story	3	SPA 4220	Nineteenth-and-Twentieth-Century Latin-American Poetry	3
SPA 4225	The Indian in the Novel of Spanish America	3	SPA 4221	Contemporary Latin-American Theatre	3
SPA 4226	Afro-Caribbean Literature	3	SPA 4222	Contemporary Latin-American Novel	3
SPA 4228	Twentieth-Century Women's Writing in Latin America	3	SPA 4223	Modernismo in Latin America	3
SPA 4271	Civilization and Culture of Latin America	3	SPA 4224	Contemporary Latin-American Short Story	3
SPA 4281	The Literature of Latin America I	3	SPA 4225	The Indian in the Novel of Spanish America	3
SPA 4282	The Literature of Latin America II	3	SPA 4226	Afro-Caribbean Literature	3
SPA 4381	Survey of Puerto Rican Literature I	3	SPA 4228	Twentieth-Century Women's Writing in Latin America	3
SPA 4382	Survey of Puerto Rican Literature II	3	SPA 4271	Civilization and Culture of Latin America	3
SPA 4383	Cuban, Dominican, and Puerto Rican Literature I	3	SPA 4281	The Literature of Latin America I	3
SPA 4384	Cuban, Dominican, and Puerto Rican Literature II	3	SPA 4282	The Literature of Latin America II	3
SPA 4501	Spanish for Global Markets I	3	SPA 4381	Survey of Puerto Rican Literature I	3
SPA 4502	Spanish for Global Markets II	3	SPA 4382	Survey of Puerto Rican Literature II	3
SPA 4999	Special Studies in Spanish	3	SPA 4383	<u>Literature of the Hispanic Caribbean I</u>	3
SPA 5000-5004	Independent Study	variable	SPA 4384	<u>Literature of the Hispanic Caribbean II</u>	3
SPA 6001-6003	Honors Seminar	variable	SPA 4501	Spanish for Global Markets I	3
			SPA 4502	Spanish for Global Markets II	3
			SPA 4999	Special Studies in Spanish	3

			SPA 5000-5004	Independent Study	variable
			SPA 6001-6003	Honors Seminar	variable

Rationale: The proposed changes reflect the Spanish program's desire to update the major by including new courses in its respective groups and redistributing the requirements to ensure a better rounded curriculum.

The following recommendations of the Graduate Affairs Committee were approved at the Mildred and George Weissman School of Arts and Sciences Faculty Meeting on May 13, 2009 effective the Spring 2010 semester, pending approval of the Board of Trustees.

All:10.7a. The following revisions are proposed for the MA in Corporate Communication

Program: MA in Corporate Communication

Program Code: 22302

Effective: Spring 2010

From: MA IN CORPORATE COMMUNICATION			To: MA IN CORPORATE COMMUNICATION		
Course	Description	Crs	Course	Description	Crs
Required Courses (24 credits)			Required Courses (24 credits)		
COM 9139 (PAF 9139)	Communication Strategy	3	COM 9139 (PAF 9139)	Communication Strategy	3
COM 9505	Media Analysis for Corporate Communication	3	COM 9505	Media Analysis for Corporate Communication	3
COM 9510	Legal and Ethical Issues in Corporate Communication	3	COM 9510	Legal and Ethical Issues in Corporate Communication	3
COM 9620	Corporate Communication	3	COM 9620	Corporate Communication	3
COM 9630	Corporate Media Relations	3	COM 9630	Corporate Media Relations	3
COM 9635	Quantitative Research in Corporate Communication	3	COM 9635	Quantitative Research in Corporate Communication	3
COM 9640	Qualitative Research Methods	3	COM 9640	Qualitative Research Methods	3
			Exit Requirement		
			<u>COM 9991</u>	<u>MA Thesis in Corporate Communication</u>	<u>3</u>
			<u>or</u>		
			<u>COM 9992</u>	<u>MA Capstone Project in Corporate Communication</u>	<u>3</u>
Elective Courses (15 credits)			Elective Courses (12 credits)		
Choose five courses from:			Choose <u>four</u> courses from:		
COM 9108	Communication and Information Technology	3	COM 9108	Communication and Information Technology	3
COM 9515	Graphic Design for Media Professionals	3	COM 9515	Graphic Design for Media Professionals	3
COM 9625	Corporate Culture and Sustainability	3	COM 9625	Corporate Culture and Sustainability	3
COM 9650	Multinational Corporate Communication and Culture	3	COM 9650	Multinational Corporate Communication and Culture	3

COM 9651	Theories of Persuasion	3	COM 9651	Theories of Persuasion	3
COM 9652	Crisis Communication	3	COM 9652	Crisis Communication	3
COM 9653	Investor Relations	3	COM 9653	Investor Relations	3
COM 9654	Employee Communication	3	COM 9654	Employee Communication	3
COM 9655	Corporate Advertising, Image, and Identity	3	COM 9655	Corporate Advertising, Image, and Identity	3
COM 9656	International Business Communication	3	COM 9656	International Business Communication	3
COM 9657	Video Production for Corporate Communication	3	COM 9657	Video Production for Corporate Communication	3
COM 9660	Selected Topics in Corporate Communication	3	<u>COM 9658</u>	<u>Reputation Management</u>	<u>3</u>
COM 9800	Internship in Corporate Communication	3	COM 9660	Selected Topics in Corporate Communication	3
COM 9900	Independent Study	3	COM 9800	Internship in Corporate Communication	3
			COM 9900	Independent Study	3

Rationale: The Exit Requirement Option of an MA Thesis or an MA Capstone Project enhances the academic and professional value of the program. COM 9658 Reputation Management is a new course proposed as an elective within the program.

The following recommendations of the Committee on Undergraduate Curriculum were approved at the Zicklin School of Business Faculty Meeting on May 14, 2009 effective the Spring 2010 semester, pending approval of the Board of Trustees.

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

Program: BBA in Entrepreneurship

Program Code: 21877

Effective: Spring 2010

From: BBA in Entrepreneurship

Course Description Crs

Courses in Major (12 credits)

MGT 3960 Entrepreneurship Management 3
(3860)
MGT 4961 Entrepreneurial Experiences 3
(4862)
MGT 4962 Family Business Management 3
(4867)
MGT 4963 Entrepreneurial Start-ups 3
(4861)

Choose four courses from:

(In the event that a course is unavailable, contact a faculty advisor to secure approval for a substitution)

CIS 3444 e-Business Technologies 3
FIN 3610 Corporate Finance 3

To: BBA in Entrepreneurship

Course Description Crs

Courses in Major (12 credits)

MGT 3960 Entrepreneurship Management 3
(3860)
MGT 4961 Entrepreneurial Experiences 3
(4862)
MGT 4962 Family Business Management 3
(4867)
MGT 4963 Entrepreneurial Start-ups 3
(4861)

Choose four courses from:

(In the event that a course is unavailable, contact a faculty advisor to secure approval for a substitution)

CIS 3444 e-Business Technologies 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	MGT 3300	Management: A Behavioral Approach	3
MGT 4400	Human Resource Management	3	MGT 4400	Human Resource Management	3
MGT 4420	The Management of Compensation	3	MGT 4420	The Management of Compensation	3
MGT 4967	Technology, Innovation, and Design in Entrepreneurship	3	MGT 4967	Technology, Innovation, and Design in Entrepreneurship	3
MGT 4968	Critical Conversations for Entrepreneurs: Selling and Negotiating	3	MGT 4968	Critical Conversations for Entrepreneurs: Selling and Negotiating	3
MGT 4969 (4864)	Social Entrepreneurship	3	MGT 4969 (4864)	Social Entrepreneurship	3
MGT 4970	Creating Entrepreneurial Communities	3	MGT 4970	Creating Entrepreneurial Communities	3
MGT 4978 (4863)	Intrapreneurship: Managing Ventures Within the Corporation	3	<u>MGT 4971</u>	<u>Women and Entrepreneurship</u>	<u>3</u>
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 and Tactics	3	MKT 3605	Consumer Behavior	3
MKT 4152	Direct Marketing II: Marketing and Managing the Creative Process	3	MKT 4151	Direct Marketing I: Strategies and Tactics	3
MKT 4555	Internet Marketing	3	MKT 4152	Direct Marketing II: Marketing and Managing the Creative Process	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 Management and Merchandising	3	MKT 4910	Selling and Sales Management	3
MKT 4401	International Trade Financing	3	MKT 4912	Retail Management and Merchandising	3
MKT 4511	Marketing Channels	3	MKT 4401	International Trade Financing	3
PAF 3015	Qualitative Studies of Communities	3	MKT 4511	Marketing Channels	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
RES 3000	Real Estate Law and Institutions	3	PAF 3601	Programs, Policy and Evaluation Research	3
(LAW 3301)			<u>PAF 3701</u>	<u>Public Regulation of Land Use</u>	3
RES 3200	Property Investment and Financing	3	<u>(RES 3650)</u>		
RES 3300	Real Estate Valuation and Feasibility Study	3	<u>PAF 4250</u>	<u>Nonprofit Housing Development</u>	3
RES 3400	Real Estate Capital Markets	3	<u>(RES 4650)</u>		
RES 3550	Analytical Skills in Real Estate	3	RES 3000	Real Estate Law and Institutions	3
RES 3700	Real Estate Management	3	(LAW 3301)		
			RES 3200	Property Investment and Financing	3
			RES 3300	Real Estate Valuation and Feasibility Study	3
			RES 3400	Real Estate Capital Markets	3
			RES 3550	Analytical Skills in Real Estate	3
			RES 3700	Real Estate Management	3

Rationale: The entrepreneurship major is an established and growing area of study. In line with other recent curriculum changes proposed and approved during Fall 2008, we have added one additional new entrepreneurship elective course: MGT 4971 Women and Entrepreneurship. This new course represents the study of a growing and very important group of entrepreneurs as well as more closely represents the current dynamics of our economy's entrepreneurial "sector". This new proposed undergraduate elective course complements our new Entrepreneurship graduate course with a similar focus, "MGT 9971 Women as Entrepreneurial Leaders"; however, it is more general and could be of interest to any Zicklin undergraduate.

In addition and in concert with faculty approval by the School of Public Affairs, we see the need to include two additional electives for our majors to consider in their Electives List within our major. These elective courses will offer more flexibility to our majors as well as offer suggestions to augment their diverse interests.

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

Program: BBA in Marketing Management – Marketing Track

Program Code: 01927

Effective: Spring 2010

From: Marketing

Course Description Crs

Marketing Track Core (12 credits)

To: Marketing

Course Description Crs

Marketing Track Core (12 credits)

MKT 3400	International Business Principles	3
MKT 3600	Marketing Research	3
MKT 3605	Consumer Behavior	3
MKT 5750	Marketing Strategy	3
Track Electives		

MKT 3400	International Business Principles	3
MKT 3600	Marketing Research	3
MKT 3605	Consumer Behavior	3
MKT 5750	Marketing Strategy	3
Track Electives		

Choose any four of the following (12 credits):

MKT 3520	Advertising and Marketing Communications	3
MKT 4120	Media Planning	3
MKT 4130	Copywriting	3
MKT 4151	Direct Marketing I: Strategies and Tactics	3
MKT 4152	Direct Marketing II: Database Marketing and Managing the Creative Process	3
MKT 4410	International Trade Operations	3
MKT 4420	International Marketing	3
MKT 4460	International Logistics	3
MKT 4511	Marketing Channels	3
MKT 4530*	Selected Topics in Marketing	3
MKT 4555	Internet Marketing	3
MKT 4700 (4711)	Business Marketing Management	3
MKT 4900	Managing Customer Relationships	3
MKT 4910	Selling and Sales Management	3
MKT 4911	Communication Skills for Selling and Marketing	3
MKT 4912	Retailing I: Retail Marketing	3
MKT 4913	Retailing II: Retailing Management and Merchandising	3
MKT 5000	Independent Study	3
MKT5550	Product Planning and Development	3
BUS 3000	Technology, Innovation, and the Digital Enterprise	3
ECO 3250	International Economics	3

Choose any four of the following (12 credits):

MKT 3520	Advertising and Marketing Communications	3
MKT 4120	Media Planning	3
MKT 4130	Copywriting	3
MKT 4151	Direct Marketing I: Strategies and Tactics	3
MKT 4152	Direct Marketing II: Database Marketing and Managing the Creative Process	3
<u>MKT 4401</u>	<u>International Trade Financing</u>	<u>3</u>
MKT 4410	International Trade Operations	3
MKT 4420	International Marketing	3
MKT 4460	International Logistics	3
MKT 4511	Marketing Channels	3
<u>MKT 4520</u>	<u>Green Marketing</u>	<u>3</u>
MKT 4530*	Selected Topics in Marketing	3
<u>MKT 4540</u>	<u>Branding</u>	<u>3</u>
MKT 4555	Internet Marketing	3
<u>MKT 4560</u>	<u>Entertainment Marketing</u>	<u>3</u>
MKT 4700 (4711)	Business Marketing Management	3
MKT 4900	Managing Customer Relationships	3
MKT 4910	Selling and Sales Management	3
MKT 4911	Communication Skills for Selling and Marketing	3
MKT 4912	Retailing I: Retail Marketing	3
MKT 4913	Retailing II: Retailing Management and Merchandising	3
MKT 5000	Independent Study	3

LAW 3106	Law and Entrepreneurship	3	MKT 5550	Product Planning and Development	3
LAW 3111	Law and International Business	3	BUS 3000	Technology, Innovation, and the Digital Enterprise	3
LAW 3118	Law of Unfair Competition and Intellectual Property	3	ECO 3250	International Economics	3
LAW 3220	Law and the Entertainment Business	3	LAW 3106	Law and Entrepreneurship	3
MGT 4880	Management of Multinational Corporations	3	LAW 3111	Law and International Business	3
			LAW 3118	Law of Unfair Competition and Intellectual Property	3
			LAW 3220	Law and the Entertainment Business	3
			MGT 4880	Management of Multinational Corporations	3

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

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

Rationale: The department of Marketing and International Business wishes to introduce these new courses to update the curriculum and to reflect current practice in the field of marketing.

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

Program: BBA in Marketing Management- International Marketing Track

Program Code: 01927

Effective: Spring 2010

From: International Marketing

Course Description Crs

International Marketing Core Courses

To: International Marketing

Course Description Crs

International Marketing Core Courses

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 4410	International Trade Operations	3	MKT 4410	International Trade Operations	3
MKT 4420	International Marketing	3	MKT 4420	International Marketing	3
MKT 5750	Marketing Strategy	3	MKT 5750	Marketing Strategy	3
Track Electives (6 credits)			Track Electives (6 credits)		

Choose any two of the following:

MKT 4460	International Logistics	3
ECO 3250	International Economics and Finance	3
FIN 4910	International Financial Markets	3
LAW 3111	Law and International Business	3
COM 3069	Intercultural Communication	3
COM 3076	International Communication	3
MGT 4880	Management of Multinational Corporations	3

Choose any two of the following:

<u>MKT 4401</u>	<u>International Trade Financing</u>	<u>3</u>
MKT 4460	International Logistics	3
ECO 3250	International Economics and Finance	3
FIN 4910	International Financial Markets	3
LAW 3111	Law and International Business	3
COM 3069	Intercultural Communication	3
COM 3076	International Communication	3
MGT 4880	Management of Multinational Corporations	3

Rationale: MKT 4401 is a new course, so it needs to be added to the electives for students in the Marketing and International Marketing tracks.

All:10.4b. New track: Bachelor of Business Administration in Marketing Management in the Zicklin School of Business

BBA in Business to Business Marketing

Required courses (15 credits)

MKT 3400 International Business Principles 3

MKT 3600 Marketing Research 3

MKT 4700 Business Marketing Management 3

MKT 4511 Marketing Channels 3

MKT 5750 Marketing Strategy 3

Elective courses-Choose any three (3) courses from the following (9 credits):

IBS 3000 Innovation, Technology and the Global Enterprise (v) 3

MGT 3710 Operations Management (v) 3

MKT 4460 International Supply Chain Management (v) 3

MGT 4551 Service Operations Management (v) 3

MKT 4420 International Marketing (o) 3

MKT 4540 Branding (o) 3

MKT 4555 Internet Marketing (o) 3

MKT 4910 Selling and Sales Management (o) 3

Students may take one of the following courses* as a substitute for an elective above:

PSY 3058* Small Group Processes (o/v) 3

LAW 3102* The Law of Business Organizations (o/v) 3

* The department cannot guarantee that these courses will be available or open for registration.

Note to students: Students who would like to focus on the value chain management aspect of Business to Business Marketing may want to choose 9 credits from the (v) designated courses. Students who would like to focus on the organizational marketing aspect may want to choose 9 credits from the (o) designated courses.

Rationale: In the \$13.8 trillion U.S. economy (World Bank 2007), total retail sales are less than \$4 trillion, suggesting that Business to Business (B to B) economic activity is dominant. In fact, business to business marketing constitutes at least half of U.S. economic activity and by some estimates closer to 80%. It is generally believed that more than one-half of all jobs and associated economic activity are in antecedent markets. However, many business schools provide only token exposure to B to B marketing in their curriculum. Most market managers learn about antecedent market activity from direct contact with their supply networks or as customers (business buyers). Many career opportunities in service businesses/consulting firms require knowledge about businesses and their contexts in which the buyer is an organization. Finally, because of outsourcing of the marketing function in recent years, students are more likely to be working with business markets serving their employer's customers (e.g., advertising agencies, market research houses, etc.).

The introduction of this track into the Zicklin School curriculum is designed to address these issues in summary fashion, while going beyond our traditional one course offering in recent years.

The following recommendations of the Committee on Graduate Curriculum were approved at the Zicklin School of Business Faculty Meeting on February 19, 2009 and May 14, 2009, effective the Spring 2010 semester, pending approval of the Board of Trustees.

AIII.10.5b. [Item AIII.10.5.b deleted by Academic Reviewer]

Section AIV: New Courses

AIV:10.1a. Department of Communication Studies

Course Number: COM 3045

Title: Communication Law and Free Speech

Hours: 3

Credits: 3

Pre-requisite: COM 1010

Course Description: From pornography to political speech, from the lewd to the libelous, and everywhere in between, the law is forever drawing lines that divide "protected speech" (what you can say in America) from "unprotected speech" (what you cannot say in America). This is an interdisciplinary course that draws on philosophical, legal, and rhetorical theories of communication to help explain how those lines are drawn. Readings include famous court cases involving freedom of speech, as well as political and philosophical writings on all sides of the "free speech" debate. This course may be used as an elective in the Corporate Communication major, or in the Tier III minor in Communication Studies.

Rationale: Courses in "freedom of speech" have become a staple of communication studies departments throughout America. A comprehensive, philosophically oriented course on this timeless and perennially important subject will enhance students' liberal arts education by helping them understand complex legal and ethical issues related to the regulation of communication--issues that cut across numerous disciplines, including communication studies, journalism, philosophy, political science, and law. This course will be offered yearly with a projected enrollment of 100+ students. It may be used as an elective within the Corporate Communication major, the Tier III minor in Communication Studies, or as a general elective for the BA, BBA, and BS degrees.

AIV:10.2a. Department of Communication Studies

Course Number: COM 3058

Title: The Ethics of Image Making: Film, Television, and Digital Media

Hours: 3

Credits: 3

Pre-requisite: ENG 2150

Course Description: Image making of all kinds is bound up with questions of ethics. Who has the right to represent other people's lives? What are the consequences of tackling sensitive social and political issues through the lens of documentary photography, filmmaking, and digital media? This course places contemporary debates over the ethics of image making in the historical perspective of debates going back to the 19th century in order to see points of convergence and divergence in the practices of image making and criticism. This course may be used as an elective in the Corporate Communication major, or in the Tier III minor in Communication Studies.

Rationale: Issues of ethics in image making have been debated since the photographic camera was invented in 1839, long before the development of cinema, television, and digital media. A course addressing this perennial and increasingly urgent

topic provides students with historical and theoretical tools to appreciate how many contemporary debates concerning the ethical responsibilities of media makers, were rehearsed in earlier forms. The course addresses important issues in contemporary media practice relevant to students within and beyond the field of communication studies. This course will be offered once per year with a projected enrollment of 28 students. It may be used as an elective within the Corporate Communication major, the Tier III minor in Communication Studies, or as a general elective for the BA, BBA, and BS degrees.

AIV:10.3a. Film Studies Program

Course Number: FLM 4900

Title: Critical Approaches to Film

Hours: 3

Credits: 3

Pre-requisites: ENG/LTT 2800 or 2850 or permission of the instructor. It is recommended that students registering for this course have taken at least one 3000- or 4000-level course from the list of electives for the Tier III minor in film. For students minoring in film, this course serves as the capstone.

Course Description: Critical Approaches to Film provides students with an in-depth understanding of a specific film genre, filmmaker, national cinema, or critical issue. It is a communication-intensive course in which students engage theoretical and methodological topics through the close study of specific films. This course serves as the capstone course in the Film Studies Minor, although non-minors are also welcome. Topics vary from semester to semester; students may enroll in this course more than once if the topic is different.

Rationale: Critical Approaches to Film is the capstone course for the proposed Tier III minor in film. This course will be offered once per year with a projected enrollment of 25 students, and may be used as a general elective for the BA, BBA, and BS degrees.

AIV:10.4a. Interdisciplinary Studies

Course Number: IDC 1002/2002

Title: Chase Interdisciplinary Seminar I/II

Hours: 3.0-4.0

Credits: 3.0-4.0

Pre-requisite: ENG 2100 and permission of the instructor

Course Description: The Chase Interdisciplinary Seminar is a thematically organized course that may be cross-listed with a 1000- or 2000-level core curriculum course typically taken by Baruch freshmen in the second semester of their freshman year. The seminar is team-taught by two faculty members, one of whom must be a member of the department that offers the cross-listed course in cases where cross-listing is possible. Enrollment is by invitation only from among students recommended for this distinction by faculty members in the Freshman Learning Communities. This course is not open to students enrolled in the Honors Program.

Rationale: Thanks to a generous gift from an anonymous donor in honor of former Dean Myrna Chase, the Weissman School is able to offer this interdisciplinary seminar, which will give a select group of second-semester freshmen the opportunity to work with two faculty members from different departments in a thematically designed course that may also satisfy a core curriculum requirement.

AIV:10.5a. Department of Journalism and the Writing Professions

Course Number: JRN 4001

Title: Covering the Financial Markets

Hours: 3.0

Credits: 3.0

Pre-requisite: ENG 2150, JRN 3200

Course Description: This course introduces students to the world's financial markets and how to report on them. Students will learn how to find sources, how to translate the jargon of the markets into conversational English, and how to follow daily trading and also see it in perspective. They will also learn to write sharp journalistic articles on these subjects.

Rationale: In good times and bad, the financial markets have become a focal point of public concern about economic stability and wellbeing. As the markets have been deregulated, re-regulated and bound together by globalization, business journalism students need an advanced course that moves beyond the basics of business writing to provide them a detailed understanding of how the stock, bond and commodities markets work and what their impact is on the global economy. The course will be offered once per year with a projected enrollment of 20 students. This course serves as an elective within the Journalism major (Business Journalism Specialization), or as a general elective for the BA, BBA, and BS degrees.

AIV:10.6a. Department of Journalism and the Writing Professions

Course Number: JRN 4002

Title: Covering Economics

Hours: 3.0

Credits: 3.0

Pre-requisite: ENG 2150, JRN 3200; ECO 1001, 1002, or 1110

Course Description: Economic growth is the engine of the business world, creating jobs, spurring investment, and fostering international trade. Students will learn to work with a variety of economic data, from national and local governments, labor unions, and think tanks. They will learn how to find expert and diverse sources to comment on the data, and how to shape material into clear and insightful articles. Students will also learn about the prevailing economic theories, current and historical.

Rationale: Coverage of economics has been prominent on the front page for many newspapers for years. This advanced course will provide students with a framework for understanding both local and global economic issues, as well as for analyzing economic data. This knowledge and advanced instruction in journalistic writing will prepare them to create articles that speak to many issues on the public agenda and reflect the points of view of diverse economists. The course will be offered once per year with a projected enrollment of 20 students. This course serves as an elective within the Journalism major (Business Journalism Specialization), or as a general elective for the BA, BBA, and BS degrees.

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

Course Number: SPA 4003

Title: Translation Workshop: Spanish to English

Hours: 3.0

Credits: 3.0

Pre-requisite: SPA 3002 or equivalent, or departmental permission.

Course Description: This course will equip students with the theoretical knowledge and practical skill necessary to translate Spanish texts from a number of different countries and a number of different fields (journalism, business, diplomacy, science, and literature), into effective, context-appropriate, idiomatic English.

Rationale: This course will broaden the offerings of the Department of Modern Languages by offering students with a strong grounding in Spanish the chance to acquire an additional valuable skill. Translation will very likely be required of any student with knowledge of Spanish who enters the work force in the U.S. today. However, Spanish classes and English classes generally occupy entirely separate spheres, with little scope for training in translation. Many students, especially business majors who are minoring in Spanish, will find this course valuable, and it will fill a void in the course offerings for both Spanish majors and minors. This course may also be used as a general elective for the BA, BBA, and BS degrees. It will be offered every three or four semesters with a projected enrollment of 20 students.

AIV:10.8a. Department of Natural Sciences

Course Number: ENV 3015L

Title: Tropical Reef Ecology Laboratory

Hours: 4 lab hours

Credits: 0

Pre-requisite: 1 semester college natural science class with laboratory and permission of the instructor

Course Description: This course explores major ecological themes that include community organization and biodiversity, ecologic successions, adaptive strategies, trophic structure, and reef zonation around Little Cayman Island. Field studies reinforce the complex dynamics that are important in tropical ecosystems, and we will examine the primary stressors resulting in the major changes being reported on reefs around the world. Students spend eight days on Little Cayman in January and participate in discussions at Baruch during the Spring Term. Students must complete both the lecture and the lab to earn credit for this course. This course may be used as an elective within both the Natural Sciences Ad Hoc major and the Natural Sciences Tier III minor.

Note: Students register through the Study Abroad Office for the January session. Participation in this course requires a non-refundable fee. Please see the instructor for details.

Rationale: This course will broaden the offerings of the Department of Natural Sciences by offering a field-based class to Baruch students that exposes them to tropical ecology science. The course will be offered once per year with a projected enrollment of 15 students. Along with ENV 3015, it may be used as an elective within the Natural Sciences Ad Hoc major, the Natural Sciences Tier III minor, or as a general elective for the BA, BBA, and BS degrees.

AIV:10.9a. Department of Natural Sciences

Course Number: ENV 3015

Title: Tropical Reef Ecology

Hours: 1 lecture hour

Credits: 3.0

Pre-requisite: ENV 3015L and permission of the instructor

Course Description: This course explores major ecological themes that include community organization and biodiversity, ecologic successions, adaptive strategies, trophic structure, and reef zonation around Little Cayman Island. Field studies reinforce the complex dynamics that are important in tropical ecosystems, and we will examine the primary stressors resulting in the major changes being reported on reefs around the world. Students spend eight days on Little Cayman in January and participate in discussions at Baruch during the Spring Term. Students must complete both the lecture and the lab to earn credit for this course. This course may be used as an elective within both the Natural Sciences Ad Hoc major and the Natural Sciences Tier III minor.

Note: Students register through the Study Abroad Office for the January session. Participation in the lab for this course requires a non-refundable fee. Please see the instructor for details.

Rationale: This course will broaden the offerings of the Department of Natural Sciences by offering a field-based class to Baruch students that exposes them to tropical ecology science. The course will be offered once per year with a projected enrollment of 15 students. Along with ENV 3015L, it may be used as an elective within the Natural Sciences Ad Hoc major, the Natural Sciences Tier III minor, or as a general elective for the BA, BBA, and BS degrees.

AIV:10.10a. Religion and Culture Program

Course Number: REL 3085

Title: Special Topics in Religion and Culture

Hours: 3

Credits: 3

Pre-requisite: ANT 1001 or SOC 1005 or permission of the instructor

Course Description: Courses taught will cover issues in the study of religion and culture. Courses may focus on a single religion, theoretical issues in the study of religion, or contemporary social issues (e.g., race, class, gender) in relation to various religious traditions. The specific topic will be announced prior to pre-registration.

Rationale: Currently there is no Special Topics course in Religion and Culture, making it impossible to cross-list appropriate Special Topics courses in Anthropology and Sociology. This has a negative impact on the Religion and Culture program and it unnecessarily limits course options for students in the Religion and Culture minor. The projected enrollment for this course is 35 students per semester. This course may also be used as a general elective for the BA, BBA, and BS degrees.

The following recommendations of the Graduate Affairs Committee were approved at the Mildred and George Weissman School of Arts and Sciences Faculty Meeting on May 13, 2009 effective the Spring 2010 semester, pending approval of the Board of Trustees.

AIV:10.11a. Department of Communication Studies

Course Number: COM 9658

Title: Reputation Management

Hours: 3

Credits: 3

Pre-requisite: Enrollment in the MA Corporate Communication Program or permission of the instructor

Course Description: What are the key drivers of corporate reputation? How do companies and NGOs sustain and enhance their reputations? How do these entities respond to reputation threats and why do some survive those threats while others do not? These are among the topics that will be covered in the reputation management seminar. Through case studies, student presentations, intensive class discussion and guest lectures by practitioners on the firing line, seminar participants will develop a sophisticated understanding of reputation, its fragility, and how to navigate through times, almost inevitable for every organization, when bad things threaten to undermine both reputation and, sometimes, the organization's very existence.

Rationale: Central to a sustainable corporate enterprise is an understanding of the creation, development, and repair of a corporation's reputation. Reputation management has become increasingly important in how companies sustain and enhance themselves. The course will be offered every third semester, with a projected enrollment of 25 students. This course serves as an elective within the MA in Corporate Communication.

AIV:10.12a. Department of Communication Studies

Course Number: COM 9991

Title: Masters Thesis in Corporate Communication

Hours: 3

Credits: 3

Pre-requisite: Students must successfully complete all other required courses. The semester before this course, the student must attend an MA Thesis and Capstone Project Orientation to discuss the selection of an Advisor and formulate the project's research question, methods, and organization, in order to prepare a formal project proposal.

Course Description: The Masters Thesis in Corporate Communication is designed for students who are seeking an intensive and rigorous scholarly experience at the highest level of master's degree work. The Masters Thesis is a significant work of scholarship—incorporating a literature review, methodology, analytical procedures, and findings—that integrates the range of corporate communication theory, practice, and management presented throughout the program. The Thesis enables the student to: conduct extensive research in a subject of interest in the field; apply his or her knowledge of corporate communication; demonstrate professional capabilities acquired during the program; and display an ability to undertake further scholarly work beyond the master's level in the academic field of communication studies or a related discipline. The students will also have an opportunity to report the results of his or her research in a clear, professional, and comprehensive way to an appropriate audience.

Rationale: This seminar serves as the culmination of the student's academic experience that can lead to: further academic study and research; a professional career in a corporation, non-profits, NGO, government or private practice; and a career in a professional consultancy or agency . Students who have successfully completed all other course requirements should participate in a research-based thesis that allows the student to report the results of research in a clear, professional, and comprehensive way to the academic and professional community. The course will be offered during the Fall and Spring semesters, with a projected enrollment of 16 students.

AIV:10.13a. Department of Communication Studies

Course Number: COM 9992

Title: MA Capstone Project in Corporate Communication

Hours: 3

Credits: 3

Pre-requisite: Students must successfully complete all other required courses. The semester before this course, the student must attend an MA Thesis and Capstone Project Orientation to discuss the selection of an Advisor and formulate the project's research question, methods, and organization, in order to prepare a formal project proposal.

Course Description: The MA Capstone Project is a research based work—such as a case-study, article-length paper, or sample corporate communication strategy—that integrates the range of corporate communication theory, practice, and management presented throughout the program and enables the degree candidate to: conduct research in a subject of interest in the field; apply knowledge of corporate communication acquired in the program; and demonstrate professional capabilities acquired during the program. The MA Capstone Project also requires the student to present the results of his or her research in a clear, professional, and comprehensive way to the university and professional communities at a colloquium.

Rationale: The MA Capstone Project will serve as the student's capstone academic experience. Students who have successfully completed all other course requirements should participate in a project that allows for the student to report the results of research in a clear, professional, and comprehensive way to the university and professional communities. The course will be offered during the Fall and Spring semesters, with a projected enrollment of 16 students.

AIV:10.1b. Department of Economics and Finance

Course Number: ECO 4051

Title: Financial Econometrics

Hours: 3.0

Credits: 3.0

Pre-requisites: Economics 4000

Course Description: This course provides students with a sound theoretical and practical knowledge of time series techniques that can be applied to the analysis and forecasting of macroeconomic variables and financial returns. Topics covered include unconditional modeling of financial returns, time series models, volatility and correlation modeling, and multivariate techniques.

Rationale: Our existing course, Economics 4000, Statistical Analysis for Economics and Finance, introduces students to regression analysis and econometrics, the most important tools used for economic analysis and forecasting. Economics 4000 places heavy emphasis on developing these tools in the context of applications in economic and financial models. Economics 4000 is required for all students majoring in finance or economics. This new course, Economics 4051, builds on Economics 4000, and introduces students to a wide range of more advanced topics in econometrics, and is oriented towards areas that are of the greatest interest to practicing economists and financial analysts. This course will be of great interest to students who want to strengthen their working knowledge of econometrics and its applications in economic and financial modeling. It will qualify as an advanced elective in either the economics or the finance majors.

Economics 4051 will be a Communication Intensive Course ("CIC"). This course is expected to enroll approximately 50 students per year, and it is a new elective choice for finance and economics majors.

AIV:I0.2b. Department of Management

Course Number: MGT 4971

Title: Women and Entrepreneurship

Hours: 3.0

Credits: 3.0

Pre-requisite: MGT3120

Course Description: This course provides an overall historical context for women as entrepreneurs and recognizes the ethnic, racial, religious and socio-economic diversity of women entrepreneurs. This course asks how gender difference impacts the experiences of women entrepreneurs versus their male counterparts. It examines the factors that motivate women to become business owners, explores the different types of entrepreneurs, and analyzes the different issues women face. Lastly, the course identifies gender specific resources and strategies that may be used to "level the playing field" for women entrepreneurs.

Rationale: Women-owned businesses matter. Women-owned businesses are significant players in the U.S. economy: studies show that from 1977 to 2002, the number of women-owned businesses increased by 824%, and as of 2005, 10.6 million firms were at least 50% owned by a woman or women. Women entrepreneurs have and are playing an active and robust role in the U.S. economy. This course provides an over arching view of the type of women-owned businesses that are generating this entrepreneurial activity. Despite the growth of women-owned businesses, studies show that gender impacts the experience of women business owners and leaders: women business owners still lag behind men in obtaining financing, access to markets and other professional networks. This course provides a framework to examine and discuss how these constructs shape the development of a business. In questioning these issues the course investigates how the current and future generation of women entrepreneurs is managing these barriers in an attempt to level the playing field. This course's content will encompass a broad and comprehensive array of scholarship, drawing on sociology, psychology and economic as well as the general study of gender differences among a range of disciplinary perspectives. Course topics and readings will include, if possible, a comparative group of men who own businesses. We plan to specifically advertise this course to students and faculty within the Management Department, among the Zicklin undergraduates, the Women Studies Department, and the Arts and Sciences Ad Hoc Major, as well as possibly listing it within our new "Minor in Entrepreneurship for NonBusiness Major." Thus, this new elective choice for our BBA in Entrepreneurship and other BBA majors will be especially positioned to offer benefit to any Baruch undergraduate and we seek to attract both male and female students from any area of study offered at Baruch College. We plan to offer this course once during the academic year, starting in the spring 2010 semester and we estimate 40 students per offering.

AIV:I0.3b. Department of Marketing and International Business

Course Number: MKT 4520

Title: Green Marketing

Hours: 3.0

Credits: 3.0

Pre-requisite: MKT 3000

Course Description: This course explores the marketing-related issues, problems, and opportunities created by the changing physical environment, and the challenges to the sustainability of life as we know it on Earth. A combination of lectures, talks by specialist guests, field trips and readings is used to examine various aspects of the topic. Students will execute both individual and group projects in the course of learning how to apply this knowledge to practical marketing tasks such as market analysis, new product development, and product management.

Rationale: Marketing is at the core of the sustainability question as a key to both the problems and the solutions. Through the vast power of mass marketing, we have caused significant changes in the sustainability of our planet through the negative side effects of our consumer culture. At the same time, marketers can use this same power to effect changes in behavior that may help to stabilize or possibly remediate this situation.

This course will sensitize and train future marketing managers to understand the threats and opportunities on both a theoretical and practical basis. The course uses a variety of resources including lectures, talks by specialist guests, field trips and readings to teach both the theoretical background and current practical developments in green marketing.

To approach this topic systematically, the course is organized around a semester-long group project consisting of the development and presentation of a marketing plan for a new, green-themed product or service. A marketing plan framework suits well the needs of prospective green marketers since in doing a marketing plan, one needs to sequentially examine everything from the macro environment (legal, science, political, etc.) down to the nitty gritty of how the product will be managed on a day to day basis. Thus, the lectures, guest speakers and field trips are timed to coincide with the specific phase of the marketing plans that students are executing at each point in the semester. This course is expected to enroll approximately 25 students; it is a new elective choice for BBA for marketing majors.

AIV:10.4b. Department of Marketing and International Business

Course Number: MKT 4540

Title: Branding

Hours: 3.0

Credits: 3.0

Pre-requisite: MKT 3000

Course Description: This course is designed to introduce students to the process of transforming a product into a brand. Through a combination of real world examples, individual weekly assignments and a theoretical understanding of the branding process, the course will help students understand the importance of branding and comprehend the complexity of the process.

Rationale: This course examines the process and theories that companies follow in their pursuit to transform a product into a brand. It is imperative that every marketing major understand how the theory of marketing begins to be applied in the world of marketing. Through historical examples and an in-depth look at today's best of class cases, students will begin to understand why a unique brand identity is essential in today's marketplace as well as to hypothesize why many fail in this endeavor.

The course will also expose students to the new approaches and disciplines marketers use to achieve brand status, including viral marketing, experiential marketing as well as the unconventional use of technology. Additionally, the course explores how manufacturers go one step further in today's marketplace to create "badge" status for their products (Red Bull, Mini-Cooper, Axe). In this case the intent is to associate a level of social status to the simple purchase of the product. Finally, we will examine

the "Challenger" brand strategy in which a brand in a secondary or smaller position in a category (Ben & Jerry's) Virgin Air, Swatch) is used to their advantage.

In addition to tests and course texts, students will be expected to identify a product they have been exposed to and presently use. Throughout the duration of the course, students will be consistently challenged to apply what they learn in class to their brand, with the objective of maximizing and improving the brand's status. This course is expected to enroll approximately 40 students; it is a new elective choice for the BBA for marketing majors.

AIV:10.5b. Department of Marketing and International Business

Course Number: MKT 4560

Title: Entertainment Marketing

Hours: 3.0

Credits: 3.0

Pre-requisite: MKT 3000

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

Rationale: Entertainment is a \$500-billion industry that reaches into every corner of human life. For those in the entertainment business, competitors range from athletes to casinos, Disney to Sony, Harry Potter to the Dixie Chicks. New York, in particular, is one of the major centers of entertainment marketing in the world. The course offers insights into the marketing of film, video, broadcast, cable, radio, music, print, games, sports, travel, theme parks, among others. Through a combination of lectures, individual assignments and projects, the course seeks to give students an understanding of how marketers differentiate their product and find their market in this incredibly complex and competitive marketplace. This course is expected to enroll approximately 50 students; it is a new elective choice for BBA for marketing majors.

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

Course Number: CIS 4160

Title: Web applications Development

Hours: 3.0

Credits: 3.0

Pre-requisite: CIS 3100 or equivalent and CIS3400.

Course Description: This course is an introduction to Web Development with HTML, CSS, Java Script, Java – OOP and J2EE. The Object-Oriented (OO) nature of Java as a programming language for the Internet will be emphasized. By the end of this course, the student should be able to design web pages with HTML and CSS, handle client error checking using Java Script on Web sites, apply OO concepts (i.e., encapsulation, inheritance, and polymorphism) to implement Java classes; understand and reuse Java API libraries and Beans components; use the Java JDBC API to build database driven applications; use the Java Servlet and Java Sever Page to build Web-based applications using SQL. Students are expected to complete several assignments to build the skill set.

Rationale: Development of software systems has made the transition from focusing on desktop applications to web-based applications in the last several years. This course provides students the opportunity to learn approaches and technologies

involved in developing web applications. The projected enrollment for the course is approximately 25 students. The course is a new elective choice in the BBA - CIS program.

AIV.10.7b. Department of Management

Course Number: MGT 9967

Title: Technology, Innovation, and Design in High-Growth Ventures

Hours: 3.0

Credits: 3.0

Pre-requisites: None

Course Description: The purpose of this course is to provide a framework for starting and managing a high-growth/high-potential business and taking a strategic approach to the development of technology and innovation. The course will provide a mix of theoretical and practical knowledge about the role of technology in entrepreneurship and the process of innovation and design. Students will gain a strong understanding of the types of technology ventures and their start up process, identifying high growth commercial opportunities and the execution of these business opportunities. Topics such as fund-raising, investor business plans, product design, technology formulation and implementation strategies, legal matters, harnessing creativity, and success-factors for technology ventures will also be discussed. Readings, assignments and in-class exercises will be used to illustrate principles, stimulate discussion, and foster the creative thinking necessary for innovation. Conventional entrepreneurial and managerial strategies are not always the best solution for high-growth technology businesses where other approaches are needed. This course provides the framework necessary to understand these unique skills.

Rationale: Innovation and technology are the foundation of new ventures and provide ways for entrepreneurs to create new and valuable organizations. Some of the top performing new-generation businesses are technology-based ventures such as Google, Facebook, and Zipcar or older companies that have a track record of innovation such as Apple, 3M, and BMW. With globalization decreasing barriers to entry, and global competition becoming increasingly intense, organizations are looking at innovation as a driver for sustainable success. The intent of this course is to provide the framework for starting and managing a business based on technology and innovation. The course examines the generation of new ideas in both new ventures and existing organizations; the challenge of fostering creativity and innovation; and businesses challenges such as start-up, financing, product development, business plans, and exit strategies. Other technology/business classes in Zicklin (CIS 9444, MKT 9764, MKT 9780) have a particular focus on web-based businesses and some emphasize the use of the internet to support traditional businesses practices. MGT 9967 will have a general approach to the definition of technology and innovation and will focus on these subjects as they pertain to entrepreneurship. This course is an elective choice for MBA students and a potential elective choice for students in other programs. The course is expected to be offered once a year, and enroll approximately 20 students each semester. In the academic year 2008 – 2009, the mean enrollment of non-core courses offered by the Department of Management was 22.

AIV.10.8b. Department of Management

Course Number: MGT 9969

Title: Social Entrepreneurship: Concepts and Cases

Hours: 3.0

Credits: 3.0

Prerequisite: MGT 9960 (formerly MGT 9860) or departmental permission.

Course Description: The purpose of this course is to introduce students to the theory and practice of social entrepreneurship. Social entrepreneurship is the application of the tools, techniques, and skills of entrepreneurship to the achievement of a social mission (e.g., providing affordable housing to low-income households, feeding the hungry, making a college education accessible to disadvantaged youth, etc.). The course will explore the theoretical and conceptual underpinnings of the field, its practice, and the ways in which its impacts are assessed. Case studies will be used extensively to illustrate principles and stimulate discussion.

Rationale: Over the past twenty years, interest in the field of entrepreneurship has grown dramatically, with virtually every business school in the country adopting courses in the subject, if not establishing full programs. Within the past decade, intense interest has emerged in using the concepts and tools of entrepreneurship to achieve social and environmental goals, a set of activities that have come to be known as "social entrepreneurship." Most of the major schools of business in the U.S. have established courses, programs of study, and research vehicles in social entrepreneurship. This course gives Zicklin School and Baruch College graduate students an opportunity to learn about this rapidly emerging field. This course is an elective choice for MBA students and a potential elective choice for students in other programs. The course is expected to be offered once a year, and enroll approximately 20 students each semester. In the academic year 2008 – 2009, the mean enrollment of non-core courses offered by the Department of Management was 22.

AIV.I0.9b. Department of Management

Course Number: MGT 9970

Title: Entrepreneurship and Community Development

Hours: 3.0

Credits: 3.0

Prerequisite: MGT 9960 (formerly MGT 9860) or departmental permission.

Course Description: This course is designed to introduce students to the current and prospective roles of entrepreneurship in a community's economic development. It provides a guiding framework and common language for thinking about these roles and about appropriate and strategic interventions for fostering them. The course begins with an examination of current practices in community economic development regarding entrepreneurship, their attributes and their deficiencies. It then offers an alternative, systemic approach, viewing the community's economy as a "pipeline of entrepreneurs and enterprises" at various levels of skill development and companies at differing stages of the business life cycle. It explores how entrepreneurs and their businesses advance within this pipeline and the importance of maintaining a flow of entrepreneurial activity to community wealth building. It then strategically slots major entrepreneurship-assisting tools, techniques, and programs into appropriate segments of this pipeline and demonstrates how a comprehensive, coordinated, entrepreneur-focused effort can ensure the necessary volume and flow of the pipeline in a way that can transform the community's economy.

Rationale: Research has shown that small entrepreneurial businesses are the leading creators of new jobs in the U.S. economy, and that they provide a better return on investment to the communities that invest in facilitating their creation and growth than do large companies that are recruited to town using various incentives. These insights have spurred governments – local, state and federal – to invest an increasingly larger share of their community economic development budgets in the fostering of entrepreneurship. However, this investment has not been strategic and the most recent research suggests that it has been relatively ineffective. What can be done about this? How can community economic developers become more effective and efficient in creating wealth by supporting entrepreneurship? This course explores the answers to these questions. This course is an elective choice for MBA students and a potential elective choice for students in other programs. The course is expected to be offered once a year, and enroll approximately 20 students each semester. In the academic year 2008 – 2009, the mean enrollment of non-core courses offered by the Department of Management was 22.

AIV.I0.10b. Department of Management

Course Number: MGT 9971

Title: Women as Entrepreneurial Leaders: Gender Differences

Hours: 3.0

Credits: 3.0

Prerequisite: MGT 9960 (formerly MGT 9860) or departmental permission.

Description: Women entrepreneurs and business leaders play an active and robust role in the U.S. economy. This course provides a historical context for women in these roles and asks how gender difference impacts the experiences of women entrepreneurs and leaders versus their male counterparts. The course examines factors that motivate women to become business owners, including whether they are motivated by necessity or by the desire to pursue an opportunity. The different

types of entrepreneurs such as high growth, lifestyle, and family business owners, are also explored. Lastly, it identifies gender-specific resources and strategies that may be used to “level the playing field” for women entrepreneurs. These issues are explored while recognizing the ethnic, racial, religious, and socio-economic diversity of women entrepreneurs.

Rationale: Women-owned businesses matter. Women entrepreneurs have played and are playing an active and robust role in the U.S. economy. From 1977 to 2002, the number of women-owned businesses grew by 824%. This course provides an overarching view of the type of women-owned businesses that are generating this entrepreneurial activity. Studies show that gender impacts the experience of women business owners and leaders. This course provides a framework to examine and discuss how a woman’s experiences shape the development of her business. This course also questions why women business owners still lag behind men in obtaining financing, access to markets and other professional networks. In exploring these issues the course investigates how the current and future generations of women entrepreneurs are managing these barriers in an attempt to level the playing field. This course is an elective choice for MBA students and a potential elective choice for students in other programs. The course is expected to be offered once a year, and enroll approximately 20 students each semester. In the academic year 2008 – 2009, the mean enrollment of non-core courses offered by the Department of Management was 22.

Section AV: Changes in Existing Courses

AV:10.1a. Change in Title, Description, and Pre-requisite

FROM: JRN 3200 Business and Financial Journalism		TO: JRN 3200 Business and Financial Writing	
Description	This hands-on course is designed to develop students' skills in reporting, researching, and writing business stories and to expand their knowledge of the business world. Intensive writing and reporting is involved; students will write each week, both inside and outside the class. At least 10 articles must be reported and written during the semester. The class will build on the basics of journalism taught in ENG 3050 and apply them to the world of business and financial journalism. Students will be learn how to find business reports, financial data and economic reports and data, how to read them, how to develop story ideas and how to follow through on these with reporting, research and writing.	Description	This hands-on course is designed to develop students' skills in reporting, researching, and writing <u>about business and economic issues</u> and to expand their knowledge of the business world <u>and the critical challenges facing the economy.</u> <u>Students will learn the fundamentals of clear and effective writing, balanced reporting and in-depth research, including some journalistic techniques.</u> <u>Students will write several short in-class assignments each month with close guidance from the professor. In addition, each student will research and write four articles during the course of the semester.</u> Students will learn how to find business reports and documents <u>filed with the government,</u> financial data, and economic reports and data, how to read them, how to develop story ideas from them and how to follow through with reporting, research, and writing.
Pre-requisites	ENG 2150, JRN 3050	Pre-requisites	ENG 2150

Rationale: The journalism faculty proposes that each of several 3000-level courses (3050, 3200 and 3510) provide a point of entry to hands-on lab-based journalism, rather than having a sequence among these courses. This reflects a commitment to ensure the teaching of basic skills in each course and a desire to make the curriculum more flexible for students – hence the proposed change in prerequisite. In addition, the journalism faculty would like to modify this course so that it is broader in reach and of interest to all students interested in business writing and reporting, rather than those interested solely in journalistic training.

AV:10.2a. Change in Pre-requisite

FROM: JRN 3510 Multimedia Reporting		TO: JRN 3510 Multimedia Reporting	
Pre-requisites	ENG 2150, JRN 3050	Pre-requisites	ENG 2150

Rationale: The journalism faculty proposes that each of several 3000-level courses (3050, 3200 and 3510) provide a point of entry to hands-on lab-based journalism, rather than having a sequence among these courses. This reflects a commitment to ensure the teaching of basic skills in each course and a desire to make the curriculum more flexible for students.

AV:10.3a. Change in Title

FROM: JRN 3600 Creative Journalism	TO: JRN 3600 Creative Nonfiction
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Rationale: The new title better reflects the course's purpose: to introduce students to a form of journalism based on fact but told in the form of a narrative. The title "Creative Journalism" leads some students away from the basic tenet of journalism—that the information provided is factual. The change also accurately describes both how students will gain knowledge of nonfiction narrative writing and how they may apply the parameters of non-fiction narrative to their own writing assigned during the course.

AV:10.4a. Change in Description

FROM: ENG 2100 Writing I		TO: ENG 2100 Writing I	
Description	This is an intensive course dealing with the organization and development of ideas in coherent, interesting, effective essays. It emphasizes the interpretation and evaluation of a variety of prose forms with the aim of extending a writer's options for organizing and developing various kinds of subject matter. Students are required to write a research paper. The work of the courses is conducted in classroom, small-group, and one-on-one sessions. No credit is granted toward an English major.	Description	This is an intensive course introducing students to writing as a means of discovery. In Writing I students practice and share their written articulation of ideas as a community of writers. Students read a variety of intellectually challenging and thematically coherent texts in a range of genres. Throughout, the emphasis is on writing and communication skills as processes involving multiple steps, including drafting, discussion, revision, and re-thinking. The work of the class is conducted in classroom, small-group, and one-on-one sessions. This course is required for all undergraduate degrees granted by Baruch College.

Rationale: The changes in course description and course content for ENG 2100 and 2150 are based on the recommendations made by Baruch's interdepartmental Task Force on First-Year Composition, which met on a regular basis from Spring 2007 through Spring 2008; the full report is available in the Baruch College Faculty Handbook. The Task Force was convened to strengthen the writing sequence by promoting greater pedagogical coherence and richer intellectual content in the more than 75 sections of ENG 2100 typically taught in the fall semester and of ENG 2150 taught in the spring.

Rather than draw a bright line between Writing I as a course in exposition culminating in a research paper and Writing II as an introduction to literature, the members of the Task Force concluded that both courses should be understood as a continuum designed to develop the array of competencies outlined in the new, unified learning goals articulated above. Recognizing that real learning occurs incrementally over time, the English Department is reorganizing the two courses so that students encounter challenging reading material in each of the two semesters and write a number of essays incorporating and evaluating secondary sources. The tasks set in ENG 2100 are repeated and intensified in ENG 2150; 2100 focuses on process and 2150 on product. Ideally, the work in each course will center on a theme to be advertised before the semester begins so that students and teachers focus on ideas that they want to explore together. Practice and reiteration are built into the sequence in the hope that the abilities that students develop in first-year composition truly take root and inform all the reading and writing they are called upon to do during their college careers.

AV:10.5a. Change in Description

FROM: ENG 2150 Writing II		TO: ENG 2150 Writing II	
Description	This course develops students' ability to write analytical essays based on at least two genres of literature, subject matter uniquely suited to the cultivation of	Description	Writing II is an intensification of Writing I. This course encourages students to read, reflect on, write about, and synthesize ideas from a range of genres and literary forms. Students examine

	sophisticated interpretative skills. Students engage in analytical thinking and writing in classroom, small group, and one-on-one sessions. They study different styles, uses of evidence, methods of interpretation, close readings of texts, and the interaction of literature and cultural values, with applications to other disciplines. No credit is granted toward an English major.		<u>and learn how to employ different styles, various appropriate uses of evidence and counter-evidence, multiple methods of interpretations, close readings of texts, and, finally, literary-cultural contextualizations. As the course proceeds, students further develop competency in the use and evaluation of multiple external sources as they shape and express their own ideas—and cast them into well organized, thoughtful, and persuasive argumentative essays. This course is required for all undergraduate degrees granted by Baruch College.</u>
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Rationale: The changes in course description and course content for ENG 2100 and 2150 are based on the recommendations made by Baruch's interdepartmental Task Force on First-Year Composition, which met on a regular basis from Spring 2007 through Spring 2008; the full report is available in the Baruch College Faculty Handbook. The Task Force was convened to strengthen the writing sequence by promoting greater pedagogical coherence and richer intellectual content in the more than 75 sections of ENG 2100 typically taught in the fall semester and of ENG 2150 taught in the spring.

Rather than draw a bright line between Writing I as a course in exposition culminating in a research paper and Writing II as an introduction to literature, the members of the Task Force concluded that both courses should be understood as a continuum designed to develop the array of competencies outlined in the new, unified learning goals articulated above. Recognizing that real learning occurs incrementally over time, the English Department is reorganizing the two courses so that students encounter challenging reading material in each of the two semesters and write a number of essays incorporating and evaluating secondary sources. The tasks set in ENG 2100 are repeated and intensified in ENG 2150; 2100 focuses on process and 2150 on product. Ideally, the work in each course will center on a theme to be advertised before the semester begins so that students and teachers focus on ideas that they want to explore together. Practice and reiteration are built into the sequence in the hope that the abilities that students develop in first-year composition truly take root and inform all the reading and writing they are called upon to do during their college careers.

AV:10.6a. Change in Title, Description, Course Number, and Prerequisite; Cross-list with Film Studies

FROM:	LTT 2076 French Cinema	TO:	LTT/FLM 3151 History of French Cinema
Description	This course is the study of major cultural, literary, and aesthetic movements in 20th century France as expressed through the medium of cinema.	Description	<u>This course is a survey of French cinema from its beginnings until the present time. We will begin with the work of the Lumière brothers and Méliès, through the golden age of French cinema in the 1930s, the period during and after the Second World War, and to the New Wave and beyond. We will consider the aesthetic as well as the socio-political and historical aspects of films. The filmmakers studied will include, among others, Jean Renoir, François Truffaut, Jean-Luc Godard, Agnès Varda, Robert Bresson, Jean-Pierre Melville and Claude Chabrol. (This course is cross-listed with FLM 3151. Students will receive credit for LTT 3151 or FLM 3151. These courses may not substitute for each other in the F grade replacement policy)</u>
Pre-requisites	ENG 2100, FLM 2001 or 2002	Pre-requisites	ENG/LTT 2800 or 2850

Rationale: A course on French cinema (LTT 2076) is listed in the Bulletin, but in view of the Tier III minors the revised course introduces a more rigorous and updated version and will serve as an elective for the LTT minor and the proposed film minor. The prerequisites are being changed to bring them in line with the department's other 3000-level courses. This course will broaden the offerings of the Department's Literature in Translation section by presenting film as a useful and accurate medium for studying French history and culture and by exploring the relation between literature and film from an interdisciplinary and cultural studies approach.

AV:10.7a. Change in Title

FROM: SPA 4383 Cuban, Dominican, Puerto Rican Literature I	TO: SPA 4383 <u>Literature of the Hispanic Caribbean I</u>
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Rationale: The proposed title is more in line with how the course is normally designated at other universities.

AV:10.8a. Change in Title and Description

FROM: SPA 4384 Cuban, Dominican, Puerto Rican Literature II		TO: SPA 4384 <u>Literature of the Hispanic Caribbean II</u>	
Description	This course focuses on significant literary texts written in a variety of genres during the 20th century . Emphasis is placed on themes and motifs as well as the cultural contexts of the literature. Authors may include Luis Rafael Sánchez, Alejo Carpentier, Pedro Mir, Magaly García Ramis, and Juan Bosch.	Description	This course focuses on significant literary texts written in a variety of genres <u>from the 20th century to the present</u> . Emphasis is placed on themes and motifs as well as the cultural contexts of the literature. Authors may include Luis Rafael Sánchez, Alejo Carpentier, Pedro Mir, Magaly García Ramis, and Juan Bosch.

Rationale: The proposed title is more in line with how the course is normally designated at other universities. The course description is being updated to include the 21st-century.

AV:10.1b. Change in Course Prerequisites

FROM: MKT 5750 Marketing Strategy
Pre-requisites: ~~MKT 3000, 3600, and 3605.~~

TO: MKT 5750 Marketing Strategy
Pre-requisites: MKT 3000 and MKT 3600.

Rationale: This change removes MKT 3605 Consumer Behavior as a prerequisite for MKT 5750 Marketing Strategy. MKT 5750 is a capstone course for marketing majors that requires knowledge of issues such as market segmentation, product positioning, and the marketing mix. MKT 3605 covers theoretical issues relating to behavior and psychology. While MKT 3605 is important in understanding how consumers think and react to marketing actions, it does not have a direct bearing on the development of marketing strategy, and does not have to precede MKT 5750.

In addition, because MKT 5750 is required for all our majors, the MKT 3605 prerequisite had become a de facto requirement for all our tracks. This made it difficult to create specialized tracks, such as the Business to Business Marketing track (which does not itself require a grounding in consumer behavior), because fewer specialized courses can be taken for the track.

AV:10.2b. Change in Course Prerequisites

FROM: CIS 4670 Special Topics in Computer Information Systems
Pre-requisites: ~~CIS 2200 and departmental Permission~~

TO: CIS 4670 Special Topics in Computer Information Systems
Pre-requisites: CIS 2200

Rationale: The prerequisites for the course will change depending on the content of the course, and departmental permission is not required to register for this course.

AV:10.3b. Change in Course number and Prerequisite

FROM: MGT 9860 Entrepreneurial Strategies and Cases		TO: MGT <u>9960</u> Entrepreneurial Strategies and Cases	
Number	MGT 9860	Number	<u>MGT 9960 (formerly MGT 9860)</u>
Prerequisite	None	Pre-requisite	<u>Not open to students who have completed</u>

			<u>MGT 9860.</u>
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Rationale: This numbering change is desired because entrepreneurship as an area of study in the Management Department was the last to be developed, and other areas had already used numbers within the 98xx number range. The entrepreneurship faculty is proposing to renumber and re-sequence all existing courses as well as add a number of new elective entrepreneurship courses. These expansive changes and additions required a full range of numbers available for a new course numbering system. The Registrar has indicated that the 99xx range in the Management Department is available. It will be devoted to extant and new entrepreneurship courses. The prerequisite note reflects the new course numbering.

AV:10.4b. Change in Course number and Prerequisite

FROM: MGT 9864 Managing the Entrepreneurial Enterprise		TO: MGT <u>9964</u> Managing the Entrepreneurial Enterprise	
Number	MGT 9864	Number	MGT <u>9964</u> (formerly MGT 9861)
Pre- or co-requisite	MGT 9860	Pre- or co-requisite	<u>MGT 9960 (formerly MGT 9860). Not open to students who have completed MGT 9861.</u>

Rationale: This numbering change is desired because entrepreneurship as an area of study in the Management Department was the last to be developed, and other areas had already used numbers within the 98xx number range. The entrepreneurship faculty is proposing to renumber and re-sequence all existing courses as well as add a number of new elective entrepreneurship courses. These expansive changes and additions required a full range of numbers available for a new course numbering system. The Registrar has indicated that the 99xx range in the Management Department is available. It will be devoted to extant and new entrepreneurship courses. The change in pre- or corequisite conforms to the new course numbering. The prerequisite note reflects the new course numbering.

AV:10.5b. Change in Course number, Title and Pre-or Corequisite

FROM: MGT 9862 Entrepreneurial and Small Business Experiences		TO: MGT <u>9961</u> <u>Analysis of Entrepreneurial Experiences</u>	
Number	MGT 9862	Number	MGT <u>9961</u> (formerly MGT 9862)
Title	Entrepreneurial and Small Business Experiences	Title	<u>Analysis of Entrepreneurial Experiences</u>
Pre- or co-requisite	MGT 9860	Pre- or co-requisite	<u>MGT 9960 (formerly MGT 9860). Not open to students who have completed MGT 9862.</u>

Rationale: This numbering change is desired because entrepreneurship as an area of study in the Management Department was the last to be developed, and other areas had already used numbers within the 98xx number range. The entrepreneurship faculty is proposing to renumber and re-sequence all existing courses as well as add a number of new elective entrepreneurship courses. These expansive changes and additions required a full range of numbers available for a new course numbering system. The Registrar has indicated that the 99xx range in the Management Department is available. It will be devoted to extant and new entrepreneurship courses. The change in pre- or corequisite conforms to the new numbering. The title change is desired because it is in harmony with various professional organizations and common nomenclature within our field of study. Recently, we have also simplified our nomenclature in all areas from the name of our Lawrence N. Field Center for Entrepreneurship to our new MS in Entrepreneurship degree.

AV:10.6b. Change in Course number

FROM: MGT 9864 Seminar in Entrepreneurship		TO: MGT <u>9979</u> Seminar in Entrepreneurship	
Number	MGT 9864	Number	MGT <u>9979</u> (formerly MGT 9864)
Prerequisite	Departmental permission required.	Prerequisite	Departmental permission required.

Rationale: This numbering change is desired because entrepreneurship as an area of study in the Management Department was the last to be developed, and other areas had already used numbers within the 98xx number range. The entrepreneurship faculty is proposing to renumber and re-sequence all existing courses as well as add a number of new elective entrepreneurship courses. These expansive changes and additions required a full range of numbers available for a new course numbering system. The Registrar has indicated that the 99xx range in the Management Department is available. It will be devoted to extant and new entrepreneurship courses.

AV:10.7b. Change in Course number and Pre-or Co-requisite

FROM: MGT 9865 Researching and Developing Entrepreneurial Ventures		TO: MGT <u>9963</u> Researching and Developing Entrepreneurial Ventures	
Number	MGT 9865	Number	MGT <u>9963</u> (formerly MGT 9865)
Pre- or co-requisites	ACC 9110, MGT 9860 , and MKT 9703	Pre- or co-requisites	ACC 9110, MGT <u>9960</u> (formerly MGT 9860), and MKT 9703. <u>Not open to students who have completed MGT 9865.</u>

Rationale: This numbering change is desired because entrepreneurship as an area of study in the Management Department was the last to be developed, and other areas had already used numbers within the 98xx number range. The entrepreneurship faculty is proposing to renumber and re-sequence all existing courses as well as add a number of new elective entrepreneurship courses. These expansive changes and additions required a full range of numbers available for a new course numbering system. The Registrar has indicated that the 99xx range in the Management Department is available. It will be devoted to extant and new entrepreneurship courses. The change in pre- or corequisites conforms to the new course numbering.

AV:10.8b. Change in Course number, Title, and Prerequisites

FROM: MGT 9866 (MKT 9781) Internet and Small Business Entrepreneurship		TO: MGT <u>9866</u> (MKT 9781) Internet and <u>Small Business</u> Entrepreneurship	
Number	MGT 9866 (MKT 9781)	Number	MGT <u>9966</u> (formerly MGT 9866) (MKT 9781)
Title	Internet and Small Business Entrepreneurship	Title	<u>Internet and Entrepreneurship</u>
Prerequisites	CIS 9000, MGT 9860 , and MKT 9703. Students will receive credit for MGT 9866 or MKT 9781, not both.	Prerequisites	CIS 9000, MGT <u>9960</u> (formerly MGT 9860), and MKT 9703. Students will receive credit for MGT <u>9966</u> or MKT 9781, not both. <u>Not open to students who have completed MGT 9866.</u>

Rationale: This numbering change is desired because entrepreneurship as an area of study in the Management Department was the last to be developed, and other areas had already used numbers within the 98xx number range. The entrepreneurship faculty is proposing to renumber and re-sequence all existing courses as well as add a number of new elective entrepreneurship courses. These expansive changes and additions required a full range of numbers available for a new course numbering system. The Registrar has indicated that the 99xx range in the Management Department is available. It will be devoted to extant and new entrepreneurship courses. The change in prerequisites conforms to the new course numbering. The title change is desired because it is in harmony with various professional organizations and common nomenclature within our field of study. Recently, we have also simplified our nomenclature in all areas from the name of our Lawrence N. Field Center for Entrepreneurship to our new MS in Entrepreneurship degree.

AV:10.9b. Change in Course number and Pre- or Co-requisite

FROM: MGT 9867 Managing the Family Business		TO: MGT <u>9962</u> Managing the Family Business	
Number	MGT 9867	Number	MGT <u>9962</u> (formerly MGT 9867)
Prerequisite	None	Pre- or corequisite	MGT <u>9960</u> (formerly MGT 9860). <u>Not open to students who have completed MGT 9867.</u>

Rationale: This numbering change is desired because entrepreneurship as an area of study in the Management Department was the last to be developed, and other areas had already used numbers within the 98xx number range. The entrepreneurship faculty is proposing to renumber and re-sequence all existing courses as well as add a number of new elective entrepreneurship courses. These expansive changes and additions required a full range of numbers available for a new course numbering system. The Registrar has indicated that the 99xx range in the Management Department is available. It will be devoted to extant and new entrepreneurship courses. The course enhances the student's knowledge of a special case of entrepreneurial behavior/experience, that is, a family business. We also wish to add the prerequisite of MGT 9960 (formerly MGT 9860), because this course is required in our major and is no longer strictly an entrepreneurship elective course.

AV:10.10b. Change in Course number and Prerequisite

FROM: MGT 9868 Entrepreneurial Communications: Selling and Negotiating		TO: MGT <u>9868</u> Entrepreneurial Communications: Selling and Negotiating	
Number	MGT 9868	Number	MGT <u>9968</u> (formerly MGT 9868)
Prerequisite	None	Prerequisite	<u>Not open to students who have completed MGT 9868.</u>

Rationale: This numbering change is desired because entrepreneurship as an area of study in the Management Department was the last to be developed, and other areas had already used numbers within the 98xx number range. The entrepreneurship faculty is proposing to renumber and re-sequence all existing courses as well as add a number of new elective entrepreneurship courses. These expansive changes and additions required a full range of numbers available for a new course numbering system. The Registrar has indicated that the 99xx range in the Management Department is available. It will be devoted to extant and new entrepreneurship courses. The prerequisite note reflects the new course numbering.

AV:10.11b. Change in Course number and Prerequisite

FROM: MGT 9875 (RES 9980) Real Estate Entrepreneurship		TO: MGT <u>9975</u> (RES 9980) Real Estate Entrepreneurship	
Number	MGT 9875 (RES 9980)	Number	MGT <u>9975</u> (formerly MGT 9875) (RES 9980)
Prerequisite	RES 9776, FIN 9776, RES 9860, or MGT 9860 . Credit is given for RES 9980 or MGT 9875 , not both.	Prerequisite	RES 9776, FIN 9776, RES 9860, or MGT <u>9960</u> . Credit is given for RES 9980 or MGT <u>9975</u> , not both. <u>Not open to students who have completed MGT 9875.</u>

Rationale: This numbering change is desired because entrepreneurship as an area of study in the Management Department was the last to be developed, and other areas had already used numbers within the 98xx number range. The entrepreneurship faculty is proposing to renumber and re-sequence all existing courses as well as add a number of new elective entrepreneurship courses. These expansive changes and additions required a full range of numbers available for a new course numbering system. The Registrar has indicated that the 99xx range in the Management Department is available. It will be devoted to extant and new entrepreneurship courses. The change in prerequisites conforms to the new course numbering.

AV:10.12b. Change in Title and Description

FROM: MKT 9780 Interactive Internet Marketing		TO: MKT 9780 <u>Interactive Internet Marketing</u>	
Title	Interactive Internet Marketing	Title	<u>Digital Marketing</u>
Description	This course focuses on enabling students to analyze and develop sophisticated interactive marketing programs. The two main objectives are to introduce students to advertising and marketing theories and practices on the Internet and to give students the opportunity to apply this knowledge by developing a Web site for	Description	<u>This course focuses on enabling students to analyze and develop sophisticated interactive marketing programs. The main objectives of this course are to introduce students to advertising and marketing theories and practices in digital media and to give students the opportunity to apply this knowledge to building or improving companies' use of digital</u>

	a client and to critique a variety of Web sites.		media. The course is designed to be a practical mix of strategic and tactical practice. Vivid discussion and information sharing among students both in class and online is key.
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Rationale: The focus of the course remains the same i.e., enabling students to analyze and develop sophisticated interactive marketing programs. However, radical changes in the nature of internet marketing have taken place in the last few years, as the role and ubiquity of digital media has grown. The internet, rather than being the dominant mode of reaching consumers, is now only one of many digital touch points marketers used to engage consumers. The course has been updated to include discussion of these new business practices, technologies and media, and ethical customer contact, and the new name and description better reflect these changes.

AV:10.13b. Change in Course number, Title, and Prerequisite

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

Rationale: This name change is desired because it is in harmony with various professional organizations and common nomenclature within the entrepreneurship field of study. The change in MGT course numbering conforms to changes in the management/entrepreneurship curriculum.