

June 2013

Baruch College

Chancellor's University Report – Part A: Academic Matters

**PART A: ACADEMIC MATTERS****Section All: Changes in Degree Programs**

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

**Section All: Changes in Degree Programs****All:10.1a. The following revisions are proposed for the Minor in Jewish Studies**

| <b>FROM: MINOR IN JEWISH STUDIES</b>  |  |            | <b>FROM: MINOR IN JEWISH STUDIES</b>   |   |            |
|---|--|------------|--|---|------------|
| The Jewish Studies Program offers an interdisciplinary approach to the academic study of the American, and more specifically, the New York Jewish experience. Courses offered through the program and cross-listed with a range of departments are open to all students, and address the historical, social, cultural, religious and political life of American Jewry from the turn of the 19th-Century through recent times. |  |            | The Jewish Studies Program offers an interdisciplinary approach to the academic study of Jewish culture, history, sociology, literature, art, film and religion. While the focus of Baruch's Jewish Studies program highlights the American, and more specifically, the New York Jewish experience, all courses that center on Jewish-related subjects fulfill the requirements for the minor. These courses are offered often cross-listed with other departments and are open to all students; they address the historical, social, cultural, religious and political life of American and world Jewry |   |            |
| <b>Course</b>   | <b>Description</b>   | <b>Crs</b> | <b>Course</b>  | <b>Description</b>  | <b>Crs</b> |
| <b>Required Course</b>  |  |            | <b>Required Course</b>   |   |            |
| JWS 4900  | Topics in Jewish Studies:<br>Capstone Course: New York & the Jewish Experience | 3          | JWS 4900   | Mapping the Jewish Experience   | 3          |
| <b>Electives</b>  |  |            | <b>Electives</b>   |   |            |
| <b>Choose two of the following courses:</b>   |  |            | <b>Choose two of the following courses:</b>  |   |            |
| ANT 3153  | Urban Anthropology   | 3          | ANT 3153   | Urban Anthropology  | 3          |
| ANT/SOC 3085  | Special Topics in Anthropology/Sociology*                                      | 3          | ANT/SOC 3085   | Special Topics in Anthropology/Sociology*                             | 3          |
| ANT/SOC/REL 4050  | Religious Worlds of New York   | 3          | ANT/SOC/REL 4050   | Religious Worlds of New York  | 3          |
| ENG3032   | Ethnic Literature*   | 3          | <u>CMP/JWS 4001</u>  | <u>Laughter Through Tears: Classic Yiddish Fiction in Translation</u> | 3          |
| ENG 3940  | Topics in Film*  | 3          | ENG3032  | Ethnic Literature*  | 3          |
| ENG 4550  | Jewish-American Literature   | 3          | ENG 3940   | Topics in Film*   | 3          |
| HEB 3311  | History (Ancient) of the   | 3          | ENG 4550   | Jewish-American Literature  | 3          |

|   |   |   |   |   |   |
|---|---|---|---|---|---|
|   | Jewish People as Reflected in Literature                                  |   |   |   |   |
| HEB 3312  | History (Medieval/Modern) of the Jewish People as Reflected in Literature | 3 | HEB 3311  | History (Ancient) of the Jewish People as Reflected in Literature         | 3 |
| HIS/POL/REL 3008  | Religion and Politics in the United States                                | 3 | HEB 3312  | History (Medieval/Modern) of the Jewish People as Reflected in Literature | 3 |
| HIS 3460  | Topics in American History*   | 3 | HEB 4304  | The Hebrew Essays   | 3 |
| HIS 3472  | American Urban History  | 3 | HIS/POL/REL 3008  | Religion and Politics in the United States                                | 3 |
| HIS 3550  | The Immigrant in American History   | 3 | HIS 3360  | Topics in European History*   | 3 |
| HIS 3551  | History of the People of the City of New York                             | 3 | HIS 3460  | Topics in American History*   | 3 |
| HIS 3560  | History of the Jewish People in America                                   | 3 | HIS 3472  | American Urban History  | 3 |
| REL 3002  | The Traditions of Judaism   | 3 | HIS 3550  | The Immigrant in American History   | 3 |
| REL 3525  | The Hebrew Bible  | 3 | HIS 3551  | History of the People of the City of New York                             | 3 |
| REL 3220  | Modern Jewish Thought   | 3 | HIS 3560  | History of the Jewish People in America                                   | 3 |
|   |   |   | JWS 3950  | Special Topics in Jewish Studies  | 3 |
|   |   |   | POL 3086  | The Modern Middle East and North Africa                                   | 3 |
|   |   |   | REL 3002  | The Traditions of Judaism   | 3 |
|   |   |   | REL 3525  | The Hebrew Bible  | 3 |
|   |   |   | REL 3220  | Modern Jewish Thought   | 3 |
| * Students may use this course if the topic is relevant to the minor. Please consult the Director of the Jewish Studies Program for permission. |   |   | * Students may use this course if the topic is relevant to the minor. Please consult the Director of the Jewish Studies Program for permission. |   |   |

**Rationale:** The minor is being revised to include three existing courses (HEB 4304, HIS 3360, and POL 3086), and two new courses (CMP/JWS 4001 and JWS 3950). The capstone course is also being modified to better distinguish between the 3000-level and 4000-level topics courses.

The following recommendations of the Committee on Undergraduate Curriculum were approved at the Zicklin School of Business Faculty Meetings on March 21 and April 25, 2013 effective the Spring 2014 semester, pending approval of the Board of Trustees.

**AllI:10.1b. The following revisions are proposed for Requirements for Entering Zicklin students**

|              |  |            |  |
|--------------|--|------------|--|
| <b>From:</b> | Students who wish to major in a program in the Zicklin School of Business must complete the following courses with an overall GPA of at least 2.25 in these courses: ACC 2101, CIS 2200, ECO 1001, ECO 1002, ENG 2100, LAW 1101, | <b>To:</b> | Students who wish to major in a program in the Zicklin School of Business must complete the following courses with an overall GPA of at least 2.25 in these courses: ACC 2101, CIS 2200, ECO 1001, ECO 1002, ENG |
|--------------|--|------------|--|

|   |  |
|---|--|
| MTH 2205 (or equivalent), and STA 2000 (or equivalent). In addition, they must have completed a minimum of 45 credits overall (including the above eight courses) with an overall GPA of at least 2.25. Included in the 45 credits must be ENG 2150 <del>or</del> COM 1010. | 2100, LAW 1101, MTH 2205 (or equivalent), and STA 2000 (or equivalent). In addition, they must have completed a minimum of 45 credits overall (including the above eight courses) with an overall GPA of at least 2.25. Included in the 45 credits must be ENG 2150 <u>and</u> COM 1010. |
|---|--|

**Rationale:** Due to general education requirement changes at CUNY, students will no longer be required to complete Com 1010 (“Speech Communication”) as part of their general education courses at Baruch College. The purpose of this change is to require that ZSB students take Com 1010 in order to fulfill the requirements for the BBA degree.

The ZSB faculty has articulated eight Learning Goals for undergraduate business majors. One of those Learning Goals, titled “Communication Skills: Oral,” states that “students will have the necessary oral communication skills to convey ideas and information effectively and persuasively.”

Com 1010 is the course best suited to prepare students for ZSB course work. All ZSB students can develop and improve their oral communication skills by having taken taking Com 1010 prior to beginning their majors. Many upper-level ZSB courses require students to communicate in class, make presentations and participate in team assignments.

The course description for Com 1010 states that the “course provides training and practice in the preparation and delivery of original speeches, encourages the use of clear language, develops students' awareness of intellectual and ethical aspects of communication, and promotes critical thinking and academic research.”

Com 1010 should be completed by students prior to beginning their upper division coursework.

The ten courses listed above are now incorporated into the major requirements for all programs leading to the BBA; this part of the major requirement needs to be completed before a student is admitted to “business base” courses.

Some of these courses will also fulfill a Pathways requirement. Full information will be provided in the college bulletin; students will be encouraged to consult with their advisors when selecting Pathways courses.

**All:10.2b. The following revisions are proposed for the Business Law Minor**

|  |                                       |  |  |                                       |  |
|--|---------------------------------------|--|--|---------------------------------------|--|
| <b>From:</b>                                   | <b>Business Law Minor (9 credits)</b> |  | <b>To:</b>   | <b>Business Law Minor (9 credits)</b> |  |
| Choose any three of the following (9 credits): |                                       |  | Choose any three courses (9 credits) from the 3000-level courses offered by the Law Department offerings (subject to satisfaction of prerequisites). |                                       |  |
| <b>Course</b>                                  | <b>Description</b>                    |  |  |                                       |  |
|  |                                       |  |  |                                       |  |

| Required              | Courses  |  |
|-----------------------|--|--|
| LAW 3102              | The Law of Business Organizations                  |  |
| LAW 3103              | The Law of Negotiable Instruments                  |  |
| LAW 3104              | The Law of Mercantile Transactions                 |  |
| LAW 3106              | The Law & Entrepreneurship                         |  |
| LAW 3107              | The Law of Business Regulation                     |  |
| LAW 3108              | Law & the Internet                                 |  |
| LAW 3109              | Law, Business, and the Defective Product           |  |
| LAW 3110              | Debtor and Creditor Law                            |  |
| LAW 3111              | Law and International Business                     |  |
| LAW 3112              | Legal Aspects of Health Care Administration        |  |
| LAW 3113              | Law of Commercial Negotiation & Dispute Resolution |  |
| LAW 3115              | Securities Law & Business Crime                    |  |
| LAW 3118              | Law of Unfair Competition & Intellectual Property  |  |
| LAW 3122              | Law & the Environment                              |  |
| LAW 3123              | Employment Law                                     |  |
| LAW 3220              | Law & the Entertainment Business                   |  |
| LAW 3301/<br>RES 3000 | Real Estate Law, Markets and Institutional Setting |  |
| LAW 3302/<br>RES 4000 | The Law of Real Estate Transitions                 |  |

Rationale: This change to the Business Law Minor provides flexibility for students in assembling a suitable set of courses to complement their major.

**All:10.3b. The following revisions are proposed for the Business Law Minor for Non-Business Majors**

| From:    | Minor in Law and Business for Non-Business Majors (9 credits) | To: | Minor in Law and Business for Non-Business Majors (9 credits)   |
|----------|---|-----|---|
|          | Choose any three of the following (9 credits):                |     | Choose any three courses (9 credits) from the 3000-level courses offered by the Law Department offerings<br><br>(subject to satisfaction of prerequisites). |
| Course   | Description   | Crs |   |
| Required | Courses   | 9   |   |
| LAW 3108 | Law & the Internet  | 3   |   |
| LAW 3113 | Law of Commercial Negotiation & Dispute Resolution            | 3   |   |
| LAW 3115 | Securities Law & Business Crime                               | 3   |   |
| LAW 3118 | Law of Unfair Competition & Intellectual Property             | 3   |   |

|                       |  |   |  |  |
|-----------------------|--|---|--|--|
| LAW 3122              | Law & the Environment                              | 3 |  |  |
| LAW 3123              | Employment Law                                     | 3 |  |  |
| LAW 3220              | Law & the Entertainment Business                   | 3 |  |  |
| LAW 3301/<br>RES 3000 | Real Estate Law, Markets and Institutional Setting | 3 |  |  |

Rationale: This change to the Minor in Law and Business for Non-Business Majors provides flexibility for students in assembling a suitable set of courses to complement their major.

**All:10.4b. The following revisions are proposed for the Bachelor of Business in Marketing Management-deletion of Business to Business track as a major track for the Bachelor of Business in Marketing Management.**

|              |   |            |   |
|--------------|---|------------|---|
| <b>From:</b> | Advertising and Marketing Communication | <b>To:</b> | Advertising and Marketing Communication |
|              | <del>Business to Business</del>         |            | Digital Marketing                       |
|              | Digital Marketing                       |            | International Marketing                 |
|              | International Marketing                 |            | General Marketing                       |
|              | General Marketing                       |            |   |

Rationale: There are two main reasons for this change: demand and supply. On the demand side, we have not observed significant hiring activity in this area. Most of the entry level jobs our graduates are securing are in the other areas for which we have tracks (digital, advertising, international). On the supply side, students do not seem interested in this track. For instance, in Spring 2013 there were only 4 students in the track. Having this track in our portfolio leads to confusion and unnecessary administrative work. We will make special arrangements to make sure that the students currently in the track can graduate with a Business-to-Business track if they so choose.

The following recommendations of the Curriculum Committee were approved at the School of Public Affairs Faculty Meeting on April 25, 2013. They will be effective for the Spring 2014 semester, pending approval of the Board of Trustees.

**HEGIS Code:** 2102.00

**Program Code:** 20526

**Effective:** Spring 2014

**All:10.1p. The following changes the General Education requirements in Business for the BSPA Program in the School of Public Affairs.**

|   |                      |   |   |  |  |
|---|----------------------|---|---|--|--|
| From: Bachelor of Science in Public Affairs |                      |   | To: Bachelor of Science in Public Affairs |  |  |
| Course Description Crs                      |                      |   | Course Description Crs                    |  |  |
| General Education requirements for BSPA     |                      |   | General Education requirements for BSPA   |  |  |
| Arts and Sciences (57 Credits)              |                      |   |   |  |  |
| COM 1010                                    | Speech Communication | 3 |   |  |  |

|  |  |   |  |  |   |
|--|--|---|--|--|---|
| ENG 2100   | Writing I  | 3 | Arts and Sciences (57 Credits)                   |  |   |
| ENG 2150   | Writing II   | 3 |  |  |   |
| <i>Mathematics (3-4 credits)</i>                 |  |   | COM 1010   | Speech Communication                                       | 3 |
| MTH 2003   | Pre-calculus and Elements of Calculus                      | 3 | ENG 2100   | Writing I  | 3 |
| OR   | OR   |   | ENG 2150   | Writing II   | 3 |
| MTH 2207   | Applied Calculus and Matrix Applications                   | 4 | <i>Mathematics (3-4 credits)</i>                 |  |   |
| OR   | OR   |   | MTH 2003   | Pre-calculus and Elements of Calculus                      | 3 |
| MTH 2610   | Calculus I   | 4 | OR   | OR   |   |
| <i>Excel proficiency (0 credits)</i>             |  |   | MTH 2207   | Applied Calculus and Matrix Applications                   | 4 |
| <i>Foreign Language (0-6 credits)</i>            |  |   | OR   | OR   |   |
| <i>Humanities (12 credits)</i>                   |  |   | MTH 2610   | Calculus I   | 4 |
| Fine and Performing Arts (3 credits; select one) |  |   | <i>Excel proficiency (0 credits)</i>             |  |   |
| ART 1000   | Introduction to Design and Visual Communication            | 3 | <i>Foreign Language (0-6 credits)</i>            |  |   |
| ART 1011   | Art History Survey I                                       | 3 | <i>Humanities (12 credits)</i>                   |  |   |
| ART 1012   | Art History Survey II                                      | 3 | Fine and Performing Arts (3 credits; select one) |  |   |
| MSC 1003   | Music in Civilization                                      | 3 | ART 1000   | Introduction to Design and Visual Communication            | 3 |
| MSC 1005   | Principles of Music  | 3 | ART 1011   | Art History Survey I                                       | 3 |
| THE 1041   | Introduction to the Theatre Arts                           | 3 | ART 1012   | Art History Survey II                                      | 3 |
| History (3 credits; select one)                  |  |   | MSC 1003   | Music in Civilization                                      | 3 |
| HIS 1000   | Themes in American History                                 | 3 | MSC 1005   | Principles of Music  | 3 |
| HIS 1001   | Themes in Global History to 1500 C.E.                      | 3 | THE 1041   | Introduction to the Theatre Arts                           | 3 |
| HIS 1003   | Themes in Global History Since 1500 C.E.                   | 3 | History (3 credits; select one)                  |  |   |
| HIS 1005   | Modern American History                                    | 3 | HIS 1000   | Themes in American History                                 | 3 |
| HIS 2050   | Modern America, 1880–1945                                  | 3 | HIS 1001   | Themes in Global History to 1500 C.E.                      | 3 |
| HIS 2053   | Recent America, 1945 to the Present                        | 3 | HIS 1003   | Themes in Global History Since 1500 C.E.                   | 3 |
| Literature (3 credits; select one)               |  |   | HIS 1005   | Modern American History                                    | 3 |
| ENG/LTT 2800                                     | Great Works of Literature I                                | 3 | HIS 2050   | Modern America, 1880–1945                                  | 3 |
| ENG/LTT 2850                                     | Great Works of Literature II                               | 3 | HIS 2053   | Recent America, 1945 to the Present                        | 3 |
| Philosophy (3 credits; select one)               |  |   | Literature (3 credits; select one)               |  |   |
| PHI 1500   | Major Issues in Philosophy                                 | 3 | ENG/LTT 2800                                     | Great Works of Literature I                                | 3 |
| PHI 1600   | Introduction to Logic and Moral Reasoning                  | 3 | ENG/LTT 2850                                     | Great Works of Literature II                               | 3 |
| PHI 1700   | Ethical Theories   | 3 | Philosophy (3 credits; select one)               |  |   |
| <i>Natural Sciences (4 credits; select one)</i>  |  |   | PHI 1500   | Major Issues in Philosophy                                 | 3 |
| BIO 1003   | Survey of the Living World                                 | 4 | PHI 1600   | Introduction to Logic and Moral Reasoning                  | 3 |
| BIO 1005   | General Biology—Structure and Function—A Human Orientation | 4 | PHI 1700   | Ethical Theories   | 3 |
| BIO 2010   | Principles of Biology I                                    | 4 | <i>Natural Sciences (4 credits; select one)</i>  |  |   |
| CHM 1000   | Chemistry and the Environment                              | 4 | BIO 1003   | Survey of the Living World                                 | 4 |
| CHM 2003   | General Chemistry I  | 4 | BIO 1005   | General Biology—Structure and Function—A Human Orientation | 4 |
| ENV 1020   | Principles of Ecology                                      | 4 | BIO 2010   | Principles of Biology I                                    | 4 |
|  |  |   | CHM 1000   | Chemistry and the Environment                              | 4 |
|  |  |   | CHM 2003   | General Chemistry I  | 4 |
|  |  |   | ENV 1020   | Principles of Ecology                                      | 4 |
|  |  |   | History (3 credits; select one)                  |  |   |
|  |  |   | HIS 1000   | Themes in American History                                 | 3 |
|  |  |   | HIS 1001   | Themes in Global History                                   | 3 |

|  |  |       |  |  |   |  |   |
|--|--|-------|--|--|---|--|---|
| ENV 1021   | Environmental Conservation                           | 4     |  |  | to 1500 C.E.                                    |  |   |
| PHY 1003   | Concepts in Physics                                  | 4     |  |  | HIS 1003  | Themes in Global History Since 1500 C.E.                   | 3 |
| PHY 2003   | General Physics I                                    | 4     |  |  |   |  |   |
| <i>Social and Behavioral Sciences (13 credits)</i> |  |       |  |  |   |  |   |
| Anthropology/Sociology (3 credits; select one)     |  |       |  |  |   |  |   |
| ANT 1001   | Introduction to Anthropology                         |       |  |  | HIS 1005  | Modern American History                                    | 3 |
| SOC 1005   | Introduction to Sociology                            |       |  |  |   |  |   |
| Economics (3 credits)                              |  |       |  |  | HIS 2050  | Modern America, 1880–1945                                  | 3 |
| ECO 1001   | Micro-Economics                                      | 3     |  |  |   |  |   |
| Politics and Government (3 credits)                |  |       |  |  | HIS 2053  | Recent America, 1945 to the Present                        | 3 |
| POL 1101   | American Government                                  | 3     |  |  |   |  |   |
| POL 2001   | The United States in an Age of Globalization         | 3     |  |  | Literature (3 credits; select one)              |  |   |
| POL 2321   | Urban Government                                     | 3     |  |  | ENG/LTT 2800                                    | Great Works of Literature I                                | 3 |
| POL 2332   | American Political Thought                           | 3     |  |  | ENG/LTT 2850                                    | Great Works of Literature II                               | 3 |
| POL 2353   | Public Policy  | 3     |  |  | Philosophy (3 credits; select one)              |  |   |
| PAF 1250   | Citizenship and Public Affairs                       | 3     |  |  | PHI 1500  | Major Issues in Philosophy                                 | 3 |
| Psychology (4 credits)                             |  |       |  |  | PHI 1600  | Introduction to Logic and Moral Reasoning                  | 3 |
| PSY 1001   | General Psychology                                   | 4     |  |  | PHI 1700  | Ethical Theories   | 3 |
| <i>Arts and Sciences Electives (15-16 credits)</i> |  | 15-16 |  |  | <i>Natural Sciences (4 credits; select one)</i> |  |   |
| Business (6 Credits)                               |  |       |  |  | BIO 1003  | Survey of the Living World                                 | 4 |
| CIS 2200   | Introduction to Information Systems and Technologies | 3     |  |  | BIO 1005  | General Biology—Structure and Function—A Human Orientation | 4 |
| STA 2100   | Statistics for Social Science                        | 3     |  |  | BIO 2010  | Principles of Biology I                                    | 4 |
|  |  |       |  |  | CHM 1000  | Chemistry and the Environment                              | 4 |
|  |  |       |  |  | CHM 2003  | General Chemistry I  | 4 |
|  |  |       |  |  | ENV 1020  | Principles of Ecology                                      | 4 |
|  |  |       |  |  | ENV   | Environmental  | 4 |

|  |  |       |
|--|--|-------|
| 1021   | Conservation                                 |       |
| PHY 1003   | Concepts in Physics                          | 4     |
| PHY 2003   | General Physics I                            | 4     |
| <i>Social and Behavioral Sciences (13 credits)</i> |  |       |
| Anthropology/Sociology (3 credits; select one)     |  |       |
| ANT 1001   | Introduction to Anthropology                 |       |
| SOC 1005   | Introduction to Sociology                    |       |
| Economics (3 credits)                              |  |       |
| ECO 1001   | Micro-Economics                              | 3     |
| Politics and Government (3 credits)                |  |       |
| POL 1101   | American Government                          | 3     |
| POL 2001   | The United States in an Age of Globalization | 3     |
| POL 2321   | Urban Government                             | 3     |
| POL 2332   | American Political Thought                   | 3     |
| POL 2353   | Public Policy                                | 3     |
| PAF 1250   | Citizenship and Public Affairs               | 3     |
| Psychology (4 credits)                             |  |       |
| PSY 1001   | General Psychology                           | 4     |
| <i>Arts and Sciences Electives (15-16 credits)</i> |  | 15-16 |
| Business (3 Credits)                               |  |       |
|  |  |       |
| STA 2100   | Statistics for Social Science                | 3     |

Pre-requirement to the Public Affairs Major

Completion of 45

Pre-requirement to the Public Affairs Major

Completion of 45 credit hours with an overall GPA of 2.25 that includes one of the following courses:

credit hours with an overall GPA of 2.25 that includes one of the following courses:

|          |   |   |
|----------|---|---|
| PAF 1250 | Citizenship and Public Affairs            | 3 |
| OR       | OR  |   |
| POL 1101 | American Government: Practices and Values | 3 |

Core Courses to the Public Affairs Major (18 Credits)

|          |  |   |
|----------|--|---|
| PAF 3010 | Policy and Politics                        | 3 |
| PAF 3015 | Qualitative Studies of Communities         | 3 |
| PAF 3102 | Economic Analysis of Public Policy         | 3 |
| PAF 3108 | Public Campaigns and Advocacy              | 3 |
| PAF 3401 | Quantitative Methods for Policy & Practice | 3 |
| PAF 4401 | Capstone                                   | 3 |

Elective Courses to the Public Affairs Major (12 credits; select four)

|          |                                 |   |
|----------|---------------------------------|---|
| PAF 3005 | Public Service in New York City | 3 |
| PAF 3020 | Ethics and Civic Engagement     | 3 |

|          |   |   |
|----------|---|---|
| PAF 1250 | Citizenship and Public Affairs            | 3 |
| OR       | OR  |   |
| POL 1101 | American Government: Practices and Values | 3 |

Core Courses to the Public Affairs Major (18 Credits)

|          |  |   |
|----------|--|---|
| PAF 3010 | Policy and Politics                        | 3 |
| PAF 3015 | Qualitative Studies of Communities         | 3 |
| PAF 3102 | Economic Analysis of Public Policy         | 3 |
| PAF 3108 | Public Campaigns and Advocacy              | 3 |
| PAF 3401 | Quantitative Methods for Policy & Practice | 3 |
| PAF 4401 | Capstone                                   | 3 |

Elective Courses to the Public Affairs Major (12 credits; select four)

|          |   |   |
|----------|---|---|
| PAF 3005 | Public Service in New York City         | 3 |
| PAF 3020 | Ethics and Civic Engagement             | 3 |
| PAF 3040 | Information and Society                 | 3 |
| PAF 3103 | Economics of the Public Sector          | 3 |
| PAF 3105 | Principles of Survey Research           | 3 |
| PAF 3106 | Public Opinion                          | 3 |
| PAF 3201 | Public Communication and Organizations  | 3 |
| PAF 3301 | Models of Service Delivery              | 3 |
| PAF 3342 | Cities and Sustainability               | 3 |
| PAF 3375 | Housing and Community Development       | 3 |
| PAF 3402 | Policy Analysis                         | 3 |
| PAF 3442 | The Environment, Political Choices, and | 3 |

|          |   |   |
|----------|---|---|
| PAF 3040 | Information and Society                               | 3 |
| PAF 3103 | Economics of the Public Sector                        | 3 |
| PAF 3105 | Principles of Survey Research                         | 3 |
| PAF 3106 | Public Opinion  | 3 |
| PAF 3201 | Public Communication and Organizations                | 3 |
| PAF 3301 | Models of Service Delivery                            | 3 |
| PAF 3342 | Cities and Sustainability                             | 3 |
| PAF 3375 | Housing and Community Development                     | 3 |
| PAF 3402 | Policy Analysis                                       | 3 |
| PAF 3442 | The Environment, Political Choices, and Public Policy | 3 |
| PAF 3403 | Advanced Statistical Analysis                         | 3 |
| PAF 3343 | Building Cities: Markets and Government               | 3 |
| PAF 4199 | Selected Topics                                       | 3 |
| PAF 5000 | Independent Study                                     | 3 |
| PAF 5001 | New York State Legislature Internship                 | 3 |
| PAF 5452 | Public Affairs Internship                             | 3 |

Subtotal 93

Free Electives 27

Total Credits

|          |   |   |
|----------|---|---|
|          | Public Policy                           |   |
| PAF 3403 | Advanced Statistical Analysis           | 3 |
| PAF 3343 | Building Cities: Markets and Government | 3 |
| PAF 4199 | Selected Topics                         | 3 |
| PAF 5000 | Independent Study                       | 3 |
| PAF 5001 | New York State Legislature Internship   | 3 |
| PAF 5452 | Public Affairs Internship               | 3 |

Subtotal 93

Free Electives 30

Total Credits for Bachelor of Science in Public Affairs 120

|  |  |
|--|--|
| for Bachelor<br>of Science<br>in Public<br>Affairs 120 |  |
|--|--|

**Rationale:** CIS 2200 no longer includes the Excel spreadsheet skills required for the BSPA degree and BSPA students cannot complete the prerequisites for the course in a timely manner.

### **Section AIV: New Courses**

#### **AIV:10.1a. Department of English**

**Course Number:** ENG 3685

**Title:** Lyrics as Literature

**Hours:** 3.0

**Credits:** 3.0

**Prerequisite:** ENG 2150, or ENG/CMP/LTT 2800 or 2850 or departmental permission.

**Course Description:** This course explores the varied ways song lyrics function as literature, within historical and social contexts. It highlights the distinctive elements this genre draws from literary techniques and traditions, and also examines new and innovative forms used to convey artistic, cultural, and or political meanings. Selected texts may vary from semester to semester, depending on whether the focus is on the lyricist (example, Stephen Sondheim), the period (example, Harlem Renaissance), or the genre (example, American Folk song).

**Rationale:** While Fine and Performing Arts provides students with opportunities to explore the interaction with music and performance, lyrics as literature will focus centrally on the distinctive contribution of language in evoking feelings and provoking thought. The course will also address the interactions of history, politics, and culture with lyrics. Since we are located in New York City, there can be visits to research libraries such as the NYPL for the Performing Arts or the Schomburg Center for Research in Black Culture, as well as attendance at venues such as Carnegie Hall, to hear the work. Students will understand the processes involved in writing a song and can use it in creating their own lyrics.

ENG 3685 will be offered once per year with a projected enrollment of 24 students. This course may be used as an elective within the English major and minor, or as an elective for the BA, BBA, and BS degrees.

#### **AIV:10.2a. Jewish Studies Program**

**Course Number:** JWS 3950

**Title:** Special Topics in Jewish Studies

**Hours:** 3.0

**Credits:** 3.0

**Prerequisite:** ENG/CMP/LTT 2800/2850 or permission from the Director of Jewish Studies

**Course Description:** This course will offer a detailed exploration of selected areas of Jewish studies. The topic(s) will change from semester to semester. (Students may enroll in JWS 3950 more than once if the topic is different,)

Rationale: Jewish Studies currently offers only a capstone course. This unnecessarily limits course options for students in the Jewish Studies minor. This topics course will correct this deficiency by doing the following: it will enable more areas of interest to be covered; it will attract more students to Jewish Studies; it will integrate Jewish Studies and other departments in a way that reflects the interdisciplinary of this area of study. The director of the Jewish Studies minor will continue to review all syllabi to ensure that the coursework undertaken for credit is at the level of a Tier III course at Baruch.

JWS 3950 will be offered once per year with a projected enrollment of 35 students. This course may be used as an elective within the Jewish Studies minor, or as an elective for the BA, BBA, and BS degrees.

#### **AIV:10.3a. Department of Journalism and the Writing Professions**

**Course Number:** JRN 3520

**Title:** Advanced Multimedia Reporting

**Hours:** 3.0

**Credits:** 3.0

**Prerequisite:** JRN 3510

Course Description: This course will build on the tools learned in JRN 3510 and bring students' skills in multimedia journalism to an advanced level. Students will learn to be sophisticated multimedia storytellers, proficient in video and audio. The course includes development of story ideas, pre-production planning, research and interviewing techniques, advanced shooting techniques, editing of video and production of audio slideshows. Significant class time will be devoted to production in a workshop environment. Students will be required to produce three video stories and one audio-slideshow.

Please note: This course may not be used within the English major or minor.

SPECIAL RESOURCE REQUIREMENTS: Each student must bring to class an external hard drive (1 terabyte capacity, with appropriate cable for connection to computers in journalism labs). The Journalism Department will supply video cameras, audio recorders, digital cameras and accessories needed to complete assignments, using a sign-out procedure. (Students are welcome to work with their own equipment.)

Rationale: The growing influence of the Web requires us to offer more courses that focus on multimedia journalism. Our current introductory course in that field, JRN 3510, Multimedia Reporting, has been very successful. But our students need more: they need to move beyond basics to sophisticated visual storytelling that embraces video, audio, photography and graphics. The course aims to bring students' skills to that level, which will open doors for them with news organizations and attract attention to their work if they create their own sites. While print media will always be with us and strong writing will remain an essential of every journalist, we need to add additional multimedia classes to the many journalistic writing courses we offer.

JRN 3520 will be offered once per year with a projected enrollment of 24 students. This course may be used as an elective within both specializations of the Journalism major, the Business Communication major (Business Writing specialization), the Journalism and Business Writing minors, or as an elective for the BA, BBA, and BS degrees.

#### **AIV:10.4a. Department of Modern Languages and Comparative Literature – Cross-listed with the Jewish Studies Program**

**Course Number:** CMP/JWS 4001

**Title:** Laughter Through Tears: Classic Yiddish Fiction in Translation

**Hours:** 3.0

**Credits:** 3.0

**Prerequisite:** ENG/CMP/LTT 2800 or 2850

Course Description: This course will survey the lives and traditions of East European Jews in the late 19th and early 20th centuries from a historical and literary perspective. The works of the three classical Yiddish writers, Mendele, Sholem Aleichem and Peretz will serve as a prism through which we will view the lives, laughter and tears of shtetl inhabitants.

Rationale: This course provides an opportunity to examine Classic Yiddish fiction and expand students' knowledge in this area. It will fill a vacuum in the Department of Modern Languages and Comparative Literature's offerings.

Modern Languages and Comparative Literature is considered the home department for this course. CMP/JWS 4001 will be offered once per year with a projected enrollment of 24 students. The course may be used as an elective within the Comparative Literature minor, the Jewish Studies minor, or as an elective for the BA, BBA, and BS degrees.

**AIV:10.5a. Department of Modern Languages and Comparative Literature – Cross-listed with the Asian and Asian American Studies Program**

**Course Number:** CMP/AAS 4906

**Title:** Critical Approaches to Japanese Popular Culture

**Hours:** 3.0

**Credits:** 3.0

**Prerequisite:** ENG/CMP/LTT 2800 or 2850

Course Description: This course critically examines Japanese popular culture such as popular music (J-pop), pop art, film, manga (Japanese comics), anime, TV shows, and fan/participatory activities. We will explore what these texts show us about the changing nature of Japanese society and culture in local, national and global contexts, from a number of different interdisciplinary and theoretical perspectives.

Rationale: The course is proposed to respond to the increasing number of students who are minoring in Japanese. The course is designed to allow students to explore Japanese popular cultural productions and their undeniable impact on global culture. It will familiarize students with several key concepts and perspectives cultivated and developed in critical and media theories. Therefore, this course will enhance their analytic, interpretative, and argumentative skills with regard to popular texts which dynamically affect our modern everyday life.

Modern Languages and Comparative Literature is considered the home department for this course. CMP/AAS 4906 will be offered once per year with a projected enrollment of 24 students. The course may be used as an elective within the Comparative Literature minor, the Asian and Asian and Asian American Studies minor, as a capstone for the Japanese minor, or as an elective for the BA, BBA, and BS degrees.

**AIV:10.6a. Department of Political Science**

**Course Number:** POL 3318

**Title:** Immigration and Integration in the United States

**Hours:** 3.0

**Credits:** 3.0

**Prerequisite:** POL 1101

Course Description: This course examines how governmental institutions, political actors, and socio-political processes have both shaped and responded to immigration to the United States, with an emphasis on the post-1965 period. The course covers the politics and policies of immigrant admission to and deportation from the United States as well as the politics and policies related to the societal integration and exclusion of immigrants residing in the United States.

Rationale: This new course on immigration and immigrant integration in the United States will broaden the offerings of the political science department in accordance with student interest. Given the importance of immigration to nation building and the demographic composition of the United States in the past, present, and future, it is important for students to develop a comprehensive understanding of the politics of immigration and immigrant integration.

POL 3318 will be offered once per year with a projected enrollment of 40 students. This course may be used as an elective within the Political Science major and minor, or as an 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, 2013 effective the Spring 2014 semester, pending approval of the Board of Trustees.

#### **AIV:10.7a. Department of Communication Studies – cross-listed in the School of Public Affairs**

**Course Number:** COM/PAF 9627

**Title:** Work-Life Communication

**Hours:** 3.0

**Credits:** 3.0

**Prerequisite:** None

Course Description: This course is designed to explore the various communicative intersections between our work and family lives with special attention to issues of family, organizational, and political communication. Specific topics of discussion include: historical discourses, public policy debates, policy implementation processes, and executive/managerial/co-worker interactions. Theoretical connections, empirical research, and workplace application are explored.

Rationale: A growing area of communication research delves into work-life issues. Over the past 10 years, communication scholars have developed a significant body of research as well as begun to make connections to work-life organizational practice and policy development. This course is an elective that serves students' practical needs as they move into managerial roles and are called upon to deal with employee work-life concerns. In addition, the class also hopes to raise students' awareness of how work-life issues relate to corporate ethics and organizational larger obligations to social responsibility. Finally, by connecting individual and organizational interactions with public policy debates, this class encourages students to consider the real life implications of language and social interaction across the public and private spheres.

Communication Studies is considered the home department for this course. COM 9627 will be offered once per year with a projected enrollment of 28 students. This will be an elective course in the MA Corporate Communication Program.

#### **AIV:10.8a. Department of Communication Studies**

**Course Number:** COM 9636

**Title:** Corporate Representation in Film, TV, Advertising, & New Media

**Hours:** 3.0

**Credits:** 3.0

**Prerequisite:** None

Course Description: This course critically explores how corporations and the people who work in them have been represented in film, television, advertising, and digital media and what corporate communication specialists can learn from this rich visual history. Course readings will include material from the fields of film studies, visual studies, cultural studies, advertising, and corporate communication. Assignments include close textual analysis of screenings, in-class presentations, take-home midterm, and a final 15-page research paper.

Rationale: Depictions of corporations and the workplace have been ubiquitous since the Lumière Brothers shot *Employees Leaving the Lumière Factory* in 1895. Public perceptions of corporate life derive in part from the myriad ways in which our media industries have imaged and imagined what it's like to run a large company, work for one, or come into contact with big business. This course analyzes where these perceptions come from and how they have shaped the popular imagination. Spanning a century of film and media production, this course traces the history of media representations of corporations and the workplace in both US and European cinema, including *A Corner in Wheat* (1912), *Strike* (1925), *The Crowd* (1928), *Modern Times* (1936), *The Man in the Gray Flannel Suit* (1956), *The Apartment* (1960), *Wall Street* (1987), *Office Space* (1999), *Boiler Room* (2000), *Wall Street: Money Never Sleeps* (2010), and *Margin Call* (2011). In the case of non-fiction films we examine *The Corporation* (2003), *Capitalism: A Love Story* (2009), *Enron*, *The Smartest Guys in the Room* (2005) and *Inside Job* (2010). Students will understand the complex influences of the public, private, and popular sphere on representations of corporations in the media and use visual, cultural, corporate, and media theory to closely analyze short films, sequences from films, television commercials, industrials, institutional advertising, corporate video, and social media. If media images can be considered a "technological memory bank," then it behooves students of corporate communication to think about the kinds of images that are constructed and the role of the media industries in shaping popular attitudes and policies toward corporate America.

COM 9636 will be offered once per year with a projected enrollment of 28 students. This will be an elective course in the MA Corporate Communication Program.

#### **AIV:10.9a. Department of Communication Studies**

**Course Number:** COM 9661

**Title:** Selected Topics in Corporate Communication (1)

**Hours:** 2/7 (15 hours over 7 weeks)

**Credits:** 1.0

**Prerequisite:** None

Course Description: This short form course will offer students an opportunity to study more specialized topics in corporate communication not treated in depth in a regular course. (Students may enroll in COM 9661 more than once if the topic is different.)

Rationale: Many new topics in the field can be offered as short-form courses. This course will provide flexibility in offering contemporary topics that draw on the expertise of the instructor, but do not otherwise fit the regular curriculum. The ability to offer special topics in 1.0 credit provides the flexibility in selecting

topics that may be timely and relevant, but may not warrant a 3-credit course.

COM 9661 will be offered every semester with a projected enrollment of 25 students. This will be an elective course in the MA Corporate Communication Program.

#### **AIV:10.10a. Department of Communication Studies**

**Course Number:** COM 9662

**Title:** Selected Topics in Corporate Communication (2)

**Hours:** 4/7 or 2/14 (30 hours over 7 or 14 weeks)

**Credits:** 2.0

**Prerequisite:** None

Course Description: This short form course will offer students an opportunity to study more specialized topics in corporate communication not treated in depth in a regular course. (Students may enroll in COM 9662 more than once if the topic is different.)

Rationale: Many new topics in the field can be offered as short-form courses. This course will provide flexibility in offering contemporary topics that draw on the expertise of the instructor, but do not otherwise fit the regular curriculum. The ability to offer special topics in 2.0 credits provides the flexibility in selecting topics that may be timely and relevant, but may not warrant a 3-credit course.

COM 9662 will be offered every semester with a projected enrollment of 25 students. This will be an elective course in the MA Corporate Communication Program.

#### **AIV:10.11a. Department of Communication Studies**

**Course Number:** COM 9663

**Title:** Selected Topics in Corporate Communication (1.5)

**Hours:** 3/7 or 1.5/14 (22.5 hours over 7 or 14 weeks)

**Credits:** 1.5

**Prerequisite:** None

Course Description: This short form course will offer students an opportunity to study more specialized topics in corporate communication not treated in depth in a regular course. (Students may enroll in COM 9663 more than once if the topic is different.)

Rationale: Many new topics in the field can be offered as short-form courses. This course will provide flexibility in offering contemporary topics that draw on the expertise of the instructor, but do not otherwise fit the regular curriculum. The ability to offer special topics in 2.0 credits provides the flexibility in selecting topics that may be timely and relevant, but may not warrant a 3-credit course.

COM 9663 will be offered every semester with a projected enrollment of 25 students. This will be an elective course in the MA Corporate Communication Program.

#### **AIV:10.1b. Department of Law**

**Course Number:** LAW 3411

**Title: Sports Law****Hours: 3****Credits: 3****Pre-requisite:** LAW 1101

Course Description: "Sports Law" provides students with a broad overview about how professional and amateur sports leagues are regulated, both internally and externally. Substantive topics covered in this course include antitrust law, contract law, labor law, and intellectual property law. In addition, this course will discuss the law and economics of professional sports leagues, the role of the league commissioner, different theoretical league structures, salary caps and luxury taxes, rules for agent certification, state law publicity rights, due process rights, ownership of sports statistics, the legal implications of new media in sports, the relationship between sport and the American public, and ethical considerations for sports leagues.

Rationale: This course is for students interested in sports or entertainment management, marketing or finance. It exposes students to business, legal and ethical issues associated with the business of college and professional sports and the regulation of that business. The course expands the Law Department's offerings available to students wishing to minor in Business Law. The course will be offered once a year. It is expected to enroll approximately 25 students.

**AIV:10.2b. Zicklin School of Business****Course Number:** BUS 4093H**Title:** Special Honors Topics in Business**Hours: 3****Credits: 3****Pre-requisite:** Completion of 61 credits or more and a 3.6 overall GPA.

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

Rationale: This course will provide flexibility in offering contemporary topics that draw on the special expertise of the instructor but that do not fit the regular curriculum. It will allow faculty teaching in the Zicklin Undergraduate Honors Program to develop new courses that might be added to the curriculum at a later date. This course is expected to enroll approximately 25 students once a year.

The following recommendations of the Committee on Graduate Curriculum were approved at the Zicklin School of Business Faculty Meeting on April 25, 2013, effective the Spring 2014 semester, pending approval of the Board of Trustees.

**AIV:10.3b. Bert W. Wasserman Department of Economics and Finance****Course Number:** FIN 9880**Title:** International Financial Markets**Hours: 1.5**

Credits: 1.5

Prerequisites: FIN 9771 and FIN 9773, or equivalents.

Course Description: This course extends the principles of Finance to an international context. In an international context, aside from asset risk, firms face the additional component of exchange rate risk management in their investment and financing decisions. This course covers such topics as foreign exchange markets and their role in international movements of funds; Eurocurrency; Eurobonds; international stock markets, interaction among and integration of national and international money and stock markets; and regulation of Eurocurrency markets and flow of funds. The course also discusses the concept of exchange rate risk and the use of various currency instruments – spot, forwards, futures, options, and swaps and their applications in hedging exchange rate risk. Finally, exchange rate models like the two parity conditions are discussed.

Rationale: This will be a 1.5-credit course, offered primarily in the Executive MS in Finance (EMSF) program. All students in the program will take this course in cohort format, and the course will be open to students in the EMSF program. Its content is roughly half of the content offered in a 3-credit course on the same topic, FIN 9786 International Financial markets. The cohort structure of the program allows us to more precisely coordinate the content of various courses, avoid overlap, and effectively expand the breadth of the curriculum by offering a range of focused 1.5 credit courses.

#### **AIV:10.4b. Bert W. Wasserman Department of Economics and Finance**

**Course Number:** FIN 9881

**Title:** Debt Securities

**Hours:** 1.5

**Credits:** 1.5

**Prerequisites:** FIN 9771 and FIN 9773, or equivalents.

Course Description: This course analyzes debt instruments and their markets. The course begins with a discussion of fixed and floating rate bonds and their pricing. The course then addresses the risks of these securities and discusses concepts such as duration and convexity. Risk management strategies such as immunization and hedging with futures are examined. The term structure of interest rates as embodied by spot, coupon and forward yield curves are discussed within the context of traditional bond yield calculations and the price-yield relationship.

FIN 9771 and FIN 9773, or equivalent.

Rationale: This will be a 1.5-credit course, offered primarily in the Executive MS in Finance (EMSF) program. All students in the program will take this course in cohort format, and the course will be open to students in the EMSF program. Its content is roughly half of the content offered in a 3-credit course on the same topic, FIN 9795 Debt Instruments and Markets. The cohort structure of the program allows us to more precisely coordinate the content of various courses, avoid overlap, and effectively expand the breadth of the curriculum by offering a range of focused 1.5 credit courses. Furthermore, in 2012/2013 academic year, content equivalent to the proposed course was offered to the EMSF students through an existing 1.5 credit special topics course – FIN 9891 Special Topics in Investments. The proposed course will formalize the presence of its content in the EMSF curriculum.

#### **AIV:10.5b. Bert W. Wasserman Department of Economics and Finance**

**Course Number:** FIN 9882

**Title:** Futures and Forwards

**Hours:** 1.5

**Credits:** 1.5

**Prerequisites:** FIN 9771 and FIN 9773, or equivalents.

Course Description: The course provides an introduction to futures, forwards, and swaps, which are among the primary derivative securities, and their use for risk management, arbitrage, and speculation. Market structure and valuation methods are examined. The course also discusses how firms manage interest rate risk and commodity price risk using these derivatives. Topics covered include no-arbitrage-based pricing and hedging with futures and forwards.

Rationale: This will be a 1.5-credit course, offered primarily in the Executive MS in Finance (EMSF) program. All students in the program will take this course in cohort format, and the course will be open to students in the EMSF program. Its content is roughly half of the content offered in a 3-credit course on the same topic, FIN 9795 Futures and Forward Markets. The cohort structure of the program allows us to more precisely coordinate the content of various courses, avoid overlap, and effectively expand the breadth of the curriculum by offering a range of focused 1.5 credit courses. Specifically, the EMSF program has not offered a futures and forwards course in recent years. The proposed 1.5 credit course will fill that void in the curriculum without displacing other significant content.

**AIV:10.6b. Bert W. Wasserman Department of Economics and Finance**

**Course Number:** FIN 9883

**Title:** Options

**Hours:** 1.5

**Credits:** 1.5

**Prerequisites:** FIN 9771 and FIN 9773, or equivalents.

Course Description: The objective of this course is to provide students with a basic understanding of the stock options market. Topics include the mechanics of the options markets, stylized behaviors of stock options, basic trading strategies involving options, and the pricing and hedging methodologies for options. The topics also include the structure and operation of organized exchanges, investment strategies under different market scenarios, arbitrage pricing, and recent developments in the options markets.

Rationale: This will be a 1.5-credit, offered primarily in the Executive MS in Finance (EMSF) program. All students in the program will take this course in cohort format, and the course will be open to students in the EMSF program. Its content is roughly half of the content offered in a 3-credit course on the same topic, FIN 9797 Options Markets. The cohort structure of the program allows us to more precisely coordinate the content of various courses, avoid overlap, and effectively expand the breadth of the curriculum by offering a range of focused 1.5 credit courses. Furthermore, in 2012/2013 academic year, content equivalent to the proposed course was offered to the EMSF students through an existing 1.5 credit special topics course – FIN 9891 Special Topics in Investments. The proposed course will formalize the presence of its content in the EMSF curriculum.

**AIV:10.7b. Bert W. Wasserman Department of Economics and Finance**

**Course Number:** FIN 9884

**Title:** Venture Capital

**Hours:** 1.5

**Credits:** 1.5

**Prerequisites:** FIN 9771 and FIN 9773, or equivalents.

Course Description: This course introduces students to the major concepts, theories, and research in the field of entrepreneurial finance and particularly, venture capital (VC). The course develops the analytical and practical tools essential to an entrepreneur and VC financier in private equity markets, and to those who intend to pursue a career in venture capital, private equity, or entrepreneurship. The course familiarizes students with the economic environment, opportunities and challenges of venture capital investing and enables them to examine issues from the entrepreneur's perspective also.

Rationale: This will be a 1.5-credit course, offered primarily in the Executive MS in Finance (EMSF) program. All students in the program will take this course in cohort format, and the course will be open to students in the EMSF program. Its content is roughly half of the content offered in a 3-credit course on the same topic, FIN 9774 Venture Capital and Entrepreneurial Finance. The cohort structure of the program allows us to more precisely coordinate the content of various courses, avoid overlap, and effectively expand the breadth of the curriculum by offering a range of focused 1.5 credit courses. Furthermore, in 2012/2013 academic year, content equivalent to the proposed course was offered to the EMSF students through an existing 1.5 credit special topics course – FIN 9895 Special Topics in Corporate Finance. The proposed course will formalize the presence of its content in the EMSF curriculum.

#### **AIV:10.8b. Department of Law**

**Course Number:** LAW 9001

**Title:** Legal Environment of Business

**Hours:** 1.5

**Credits:** 1.5

**Prerequisite:** None

Course Description: This course will provide graduate students with an understanding of the legal environment in which firms operate. The course will specifically address how legal regulation can affect business decision-making, and how businesspeople can achieve competitive advantage by reducing legal risk and using the law to create value.

Rationale: This course will be offered annually as a required course to each Executive MBA cohort. The course will allow students to understand the legal environment in which business must operate and how business people can use law to obtain a competitive advantage. Students will produce professional quality written work, participate in group debates, develop their information literacy and become more globally aware, all of which are educational objectives of the EMBA program.

#### **AIV:10.9b. Allen G. Aaronson Department of Marketing and International Business**

**Course Number:** MKT 9737

**Title:** Analytic Approaches to Marketing Strategy

**Hours:** 3

**Credits:** 3

**Pre- or corequisite:** MKT 9703

Course Description: Marketing analytics, the application of statistical and information analysis to marketing

decisions, has changed the landscape of marketing responsibilities and accountability. This course endeavors to teach students to understand the strategic goals and usage of techniques as opposed to focusing on the statistics. More than ever before, marketing strategy is defined and progress is tracked using advanced analytic models and metrics. The emergence of online and wireless communication and distribution channels has amplified this trend dramatically.

**Rationale:** This course specifically addresses the use of modeling to address business problems such as forecasting, positioning, customer valuation for CRM models, segmentation methodologies, international advertising and communications. Modern software tools have proliferated that make it relatively easy for individuals to apply a variety of modeling and statistical analysis to their data. This course endeavors to teach students to work at a higher level of understanding the strategic goals and usage of techniques as opposed to focusing on the statistics. The course has been successfully offered as a special topics course each semester for the last two years, and officially listing the course should increase enrollment. The course will be offered twice a year. For MBA students, this course will be an elective in the marketing major or a general elective; for MS students, it will be an elective course in their program. It is expected to enroll approximately 25 students each semester. In the academic year 2011 - 2012, the mean enrollment of graduate courses in Marketing offered by the Allen G. Aaronson Department of Marketing and International Business was 33.

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

Course Number: **MKT 9738**

**Title:** Web Analytics and Intelligence

**Hours:** 3

**Credits:** 3

**Pre- or corequisite:** MKT 9703

**Course Description:** Data is now the key driver behind most business decision making and strategy. The field that measures all online, social and mobile interactions is called Web or Digital Analytics. In this course students will investigate how digital analytics plays a pivotal role in business decision-making. Students will gain an understanding of the strategic and operational aspects of web analytics tools and technologies, how web analytics can influence business decisions and how these decisions can impact customer relationships, brand response, and potentially, sales. Web analytics marries standard market research techniques with statistical data analysis to create benchmarks that determine if a digital property is meeting its goals. By understanding what user interactions can be measured and their value, businesses can better leverage the multiple streams of data created by their digital, social and mobile channels to understand the direct and indirect connections with their customers. A key component of the course is to train students in understanding the difference between data analysis and insights. The former strives to decipher data patterns; the latter to understand the implications and relevance of what the data can tell us.

**Rationale:** This new course focuses on web analytics, i.e. the analysis of data from digital marketing. The content of the class will be conveyed through a mix of lectures, discussions, projects and case studies, including data-based assignments using web analytics tools. This new course is the graduate-level equivalent of MKT 4123, Marketing Web Analytics and Intelligence. The course will be offered twice per year. For MBA students, this course will be an elective in the marketing major or a general elective; for MS students, it will be an elective course in their program. It is expected to enroll approximately 25 students in each semester. In the academic year 2011 - 2012, the mean enrollment of graduate courses in Marketing offered by the Allen G. Aaronson Department of Marketing and International Business was 33.

#### **AIV:10.11b. Department of Statistics and Computer Information Systems**

Course Number: CIS 9557

Title: Business Intelligence

Hours: 3

Credits: 3

Prerequisite: CIS 9000 or CIS 9001

Course Description: This course focuses on Business Intelligence (BI) – an information technology approach to data collection and data analysis to support a wide variety of management tasks, from performance evaluation (descriptive analytics) to trend spotting and policy making (predictive analytics). Students participate in numerous discussions covering such topics as theory and practice of BI, technologies enabling BI, and sourcing and managing BI solutions. Students work individually and in teams, conducting research and preparing reports exploring concepts, methodologies and technologies of Business Intelligence as related to various industries and organizations.

Rationale: This course provides a professional knowledge base consisting of concepts, practices, systems and technologies of Business Intelligence, which supports enterprise level data management, analysis, reporting, and decision making. This course will be an elective in the MBA in Information Systems and the MS in Information Systems programs. The course has been offered as a special topics course several times in the past. It has gotten increasingly larger enrollment numbers as student interest in business analytics has grown. In the Fall 2012 semester it had 26 students registered. The course will be offered once a year.

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

Course Number: PAF 9104

Title: Media, Politics, and Public Culture

Hours: 3.0

Credits: 3.0

Prerequisites or Co-requisite: None

Course Description: This course identifies how the media advances or limits democratic values. Students will examine how policy leaders work with media systems to influence public opinion, and the domestic and global policies that shape media diversity. The course also covers the ways individuals and groups monitor, preserve, or challenge the power of the media.

Rationale: This course introduces students to the idea the media is as important an issue in public affairs as immigration, education, healthcare, and the many other areas of concern typically highlighted across the MPA curriculum—or at the very least, that public perceptions about these issues are inextricably connected to media discourses and processes. Focusing upon the media content, audiences and technologies, and institutions and policies that have led to many current societal trends, students will gain insight into how their very views of the world have been constructed—and work to form and skillfully articulate a vision for how we might best move forward among the thicket of concerns raised by the emerging issues and enduring dilemmas of media systems across the planet. There is no course in the MPA curriculum focusing exclusively upon the media as a sector of public affairs worthy of attention and reform—particularly in the U.S., which has little public broadcasting and an overwhelmingly dominant corporate media system. The School of Public Affairs provides an ideal platform for having students navigate these complex issues.

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

**Section AV: Changes in Existing Courses**

**AV:10.1a. Change in Course Title, Description, and Prerequisites; New Cross-listing with New Media Arts**

|  |   |   |  |
|--|---|---|--|
| FROM: ART 3059 <del>Principles of New Media Design</del> |   | TO: ART/NMA 3059 <u>Animation and Motion Graphics</u> |  |
| Description  | This course explores principles and methods of <del>designing for new media</del> from content creation through production and distribution. The historical development of <del>new media</del> , contemporary practices, theoretical issues, and the relationship between <del>new media design</del> and other forms of graphic communication will be addressed in the course. Aesthetic and technical issues are investigated via lectures, demonstrations, readings, and assignments. | Description   | This course explores principles and methods of <u>animation and motion graphics for design and new media arts</u> , from content creation through production and distribution. The historical development of <u>animation and motion graphics</u> , contemporary practices, theoretical issues, and the relationship between the <u>moving image</u> and other forms of graphic communication and <u>new media arts</u> will be addressed in the course. <u>The course emphasizes intersections between theory, art, and contemporary practices of cultural production.</u> Aesthetic, theoretical, and technical issues are investigated via lectures, demonstrations, readings, and assignments.<br><br><u>Students who take this course may choose to apply it toward a major or minor in Graphic Communication, or toward a minor in New Media Arts, but not both.</u> |
| Prerequisites  | ART 2050 or ART 3057 or department permission   | Prerequisites   | ART 2050, or ART 3057, or <u>NMA 2050, or NMA 3010</u> , or departmental permission.   |

Rationale: The name change resolves confusion between ART 3059, “Principles of New Media Design” and other courses in the NMA Minor, most notably, NMA 2050, “Introduction to New Media Arts.”

The description change refocuses the course on animation and motion graphics, rather than a general New Media course. Previously, when the course was named “Designing With Computer Animation,” this course covered animation and motion graphics. It was reformatted as a general New Media course before the New Media Arts Minor was created, but the course content remained largely focused on animation. The revised description (1) eliminates confusion and redundancy with the New Media Arts Minor, (2) brings the description in line with the way the course is taught in practice, and (3) clarifies the role of the course within the New Media Arts Minor.

The prerequisite change reflects the fact that, along with serving students majoring and minoring Graphic Communication, the course serves students minoring in New Media Arts. Within the New Media Arts Minor this course integrates with NMA 3010, “Video I,” to expose students to a broad array of theories and practices in the screen-based moving image, including both live action / lens-based and computer-generated forms.

**AV:10.2a. Change in Course Hours**

|  |                |  |            |
|--|----------------|--|------------|
| FROM: COM 3067 American Television Programming |                | TO: COM 3067 American Television Programming |            |
| Hours  | <del>3.0</del> | Hours  | <u>4.0</u> |

|             |  |             |  |
|-------------|--|-------------|--|
| Credits     | 3.0  | Credits     | 3.0  |
| Description | This course offers a historical and critical survey of the popular program forms in American broadcasting. Topics include the influence of other dramatic arts on television; the role of entertainment programming in the business and social history of American broadcasting; the changing economics of program production, scheduling, and audience research; and the problem of creative authorship in American television. American commercial television will be considered alongside alternative programming from non-commercial and foreign sources. Emphasis is placed on extensive written reports based on readings, lectures, and screenings. | Description | This course offers a historical and critical survey of the popular program forms in American broadcasting. Topics include the influence of other dramatic arts on television; the role of entertainment programming in the business and social history of American broadcasting; the changing economics of program production, scheduling, and audience research; and the problem of creative authorship in American television. American commercial television will be considered alongside alternative programming from non-commercial and foreign sources. Emphasis is placed on extensive written reports based on readings, lectures, and screenings. |

**Rationale:** This course was designed and approved as a 3-credit/4-hour course in 1988. A change to 3-credits/3-hours was made in 2006 as part of broad set of “housekeeping” revisions to Department curricula. The course has subsequently been taught in the 4-hour format highly successfully, and the experience of offering the course in both the three and four hour versions demonstrates that the longer class session better matches both the pedagogical goals of the original course proposal and the unique course content and classroom activities. The four-hour class period allows for the in-class screenings of materials which are integral to the design of class discussions, individual and group presentations, and written exercises and examinations in the course. About one half of the materials must be shown in class, because the necessary clearances to make them accessible to students via the e-reserve system are not available. COM 3067 plays a vital role as a popular elective for majors and minors in Corporate Communication and is central to the Department’s curricular offerings in media studies.

**AV:10.3a. Change in Course Title and Description**

|   |  |   |   |
|---|--|---|---|
| FROM: JWS 4900 <del>Topics in Jewish Studies: Capstone Course: New York and the Jewish Experience</del> |  | TO: JWS 4900 <u>Mapping the Jewish Experience</u> |   |
| Description   | <del>This course explores the varying responses of Jews as they adapted to American life, constructed American Jewish identities, and participated in the culture of the United States and, more specifically, New York, from the turn of the 19th-century onwards. Using a range of sources, students examine key issues at the heart of the New York Jewish experience: immigration; community; religion; race; language; Zionism; urban life; the labor movement; the</del> | Description                                       | This course explores Jewish history within a range of communities with a focus on the immigrant nature of these communities. Using a range of sources-- historical, literary, and cultural--students examine key issues at the heart of the Jewish experience for specific communities: immigration; community; religion; race; language; Zionism; urban life; <u>music; education and professionalism; discrimination;</u> the Holocaust; and food. Class meetings take advantage of Baruch’s location in New York City, home to the largest Jewish community in the world |

|   |   |
|---|---|
| <p>Holocaust; and food. Class meetings take advantage of Baruch's location with museum visits, <del>a tour of the lower East Side</del>, and by hosting a number of speakers who will share their intimate knowledge of New York Jewish community life.</p> | <p><u>outside of Israel</u> with museum visits, <u>city tours</u>, and the <u>hosting a number of speakers</u> who will share their intimate knowledge of New York Jewish community life.</p> |
|---|---|

**Rationale:** This course needs to be broadened from its initial focus on American and New York Jewry. This correlates to an increased interest on the part of students and faculty to study the Jewish experience in a more global context. Indeed, a larger worldview for this capstone course will improve student understanding of all Jewish communities, American and worldwide.

#### AV:10.4a. Change in Prerequisites

|   |              |   |          |
|---|--------------|---|----------|
| <b>FROM:</b> LIB/JRN 3065 Electronic Research Methods and Resources for Writers |              | <b>TO:</b> LIB/JRN 3065 Electronic Research Methods and Resources for Writers |          |
| <b>Prerequisites</b>  | ENG 2150     | <b>Prerequisites</b>  | ENG 2150 |
| <b>Pre/co-requisites</b>  | JRN/ENG-2500 | <b>Pre/co-requisites</b>  | none     |

**Rationale:** The department is removing the JRN 2500 pre/co-requisite requirement. This is in line with other 3000-level LIB electives.

#### AV:10.5a. Change in Course Description and Prerequisites

|  |  |  |  |
|--|--|--|--|
| <b>FROM:</b> MTH 4300 Algorithms, Computers and Programming II |  | <b>TO:</b> MTH 4300 Algorithms, Computers and Programming II |  |
| Description  | <p><del>The objectives of this second course are to provide a fuller understanding of computer organization and operation, to introduce assembly language programming, and to apply algorithm development techniques at the machine language level. Topics to be covered include computer structure and machine language, data representation, symbolic coding and assembly systems, macros, program segmentation and linkage, and applications. Although System/370 will be studied in detail, concepts and techniques that apply to a broad range of computers will be emphasized.</del></p> | Description  | <p><u>This course is intended to be a sequel to MTH 3300 and focuses on the notion of classes, along with the concepts of pointers, inheritance, and polymorphism. The implementation of classes in a practical setting, such as scientific computing, quantitative finance, or Windows programming, will be part of the course.</u></p> <p><u>Not open to students who have completed CIS 4100.</u></p> |
| Prerequisites  | MTH 3300 or departmental permission.   | Prerequisites  | MTH 3300 <u>or CIS 3100 and 1 semester of calculus</u>   |

**Rationale:** MTH 4300 was originally intended as a sequel to MTH 3300 and was to explore more deeply what was discussed in MTH 3300. Presently, MTH 3300 focuses on the object-oriented programming language C++ that has little direct relation to Assembly language that is the present focus of MTH 4300.

The requested revision of MTH 4300 will make the content more relevant to the present state of C++ programming, e.g., the notions of classes, inheritance, and polymorphism. C++ is a standard in object-oriented languages and has its presence felt in both the realms of scientific computing, quantitative finance, and Windows programming.

The revision will be beneficial to the mathematics majors, the actuarial science majors, and the finance majors, due to the increasing demand by prospective employers that their quantitative staff be proficient in programming, with C++ being one of the most versatile languages. Moreover, the Master's program in Financial Engineering of the Mathematics Department in the Weissman School of Arts and Sciences is structured around a solid mathematical knowledge of both probability and C++ programming. Baruch undergraduate students, wishing to gain admissions to this highly-competitive program, will desire to take this course to strengthen their qualification.

#### AV:10.6a. Change in Course Prerequisites

|                                      |          |                                    |                          |
|--------------------------------------|----------|------------------------------------|--------------------------|
| FROM: PHI 3250 Philosophy of Science |          | TO: PHI 3250 Philosophy of Science |                          |
| Prerequisites                        | PHI 1010 | Prerequisites                      | one course in philosophy |

Rationale: PHI 1010 no longer exists. All other 3000-level philosophy courses have the prerequisite "one course in philosophy."

#### AV:10.7a. Change in Course Title, Number, Description, and Prerequisites

|  |  |   |   |
|--|--|---|---|
| FROM: PSY 5020 Experimental Psychology |  | TO: PSY 3001 Research Methods in Psychology |   |
| Description                            | <del>Designed to give an intimate acquaintance with the application of experimental methods to psychological problems. Techniques of investigating and formulating a problem and use of laboratory equipment are stressed. Students conduct appropriate experiments.</del> | Description                                 | This course will familiarize students with major methodological approaches to the study of human behavior. Topics will include qualitative research, survey design, construct and experimental validity, experimentation, and research ethics. These topics will be introduced by way of several student-designed projects conducted over the course of the semester. (This course is not open to students who have completed PSY 5020).<br><br>This is a required course for students who intend to complete a major in Psychology |
| Prerequisites                          | PSY 1001; STA 2000 or STA 2100; and departmental permission.   | Prerequisites                               | PSY 1001; STA 2000 or 2100; and departmental permission. <u>BBA</u> students must take STA 2000 to meet Zicklin School core curriculum requirements. BA students must take STA 2100.  |

Rationale: The proposed change in course title from Experimental Psychology to Research Methods in Psychology reflects the consensus judgment of the department that an introductory course in research methods should expose students to multiple methodologies in psychology, not merely experimental approaches. While experiments are common within psychology, other tools such as surveys, quasi-experiments, longitudinal studies and qualitative methods are also used. Students graduating with BAs or BBAs in psychology should be familiar with these varied approaches to the study of human behavior and understand the advantages and disadvantages conferred by each. The course description has been revised

so as to be consistent with this wider coverage in material.

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

**AV:10.8a. Change in Course Description and Grading Policy**

| FROM: PSY 9813 Clinical Instructions |  | TO: PSY 9813 Clinical Instruction |  |
|--------------------------------------|--|-----------------------------------|--|
| <b>Description</b>                   | In order to prepare students for their practicum and internship experience, this course is designed to teach students the elements of basic counseling. Students will understand the dynamics of the helping relationship and be able to apply this understanding in establishing effective counseling relationships. Moreover, the course will address the basics of finding and securing a practicum placement. Students will develop an understanding of issues related to the needs of multicultural clients. In addition, students will learn to appropriately apply concepts of theoretically driven case conceptualization in planning and implementing counseling interventions. | <b>Description</b>                | In order to prepare students for their practicum and internship experience, this course is designed to teach students the elements of basic counseling. Students will understand the dynamics of the helping relationship and be able to apply this understanding in establishing effective counseling relationships. Moreover, the course will address the basics of finding and securing a practicum placement. Students will develop an understanding of issues related to the needs of multicultural clients. In addition, students will learn to appropriately apply concepts of theoretically driven case conceptualization in planning and implementing counseling interventions.<br><br><u>This course is graded on a pass/fail basis.</u> |

**Rationale:** As part of the MHC program, the counseling preparation courses involve both pre-practicum and internship classes. Students in these classes will be asked to demonstrate an eagerness to learn and willingness to make mistakes, and explore what they do not know. In this climate, we would like to emphasize clinical skill development rather than grading. The decision to change to P/F is made in order to encourage learning, including making/admitting to mistakes which corresponds well to findings in the medical field that show that when there is an environment that allows for open discussion of errors, there are fewer errors made in the long run.

**AV:10.9a. Change in Course Description and Grading Policy**

| FROM: PSY 9818 Practicum |   | TO: PSY 9818 Practicum |   |
|--------------------------|---|------------------------|---|
| <b>Description</b>       | This course is designed to enable students to develop effective | <b>Description</b>     | This course is designed to enable students to develop effective |

|  |   |  |
|--|---|--|
|  | <p>individual and group counseling skills at a site placement. Students are expected to demonstrate an effective counseling style based upon personal strengths, sound professional principles, and a personally defined philosophy and system of counseling. This course involves on site counseling experience, supervision, and weekly practicum group supervision seminars.</p> | <p>individual and group counseling skills at a site placement. Students are expected to demonstrate an effective counseling style based upon personal strengths, sound professional principles, and a personally defined philosophy and system of counseling. This course involves on site counseling experience, supervision, and weekly practicum group supervision seminars.</p> <p><u>This course is graded on a pass/fail basis.</u></p> <p><u>(This course is for Mental Health Counseling majors only. All other students must obtain permission from the WSAS Office of Graduate Studies.)</u></p> |
|--|---|--|

Rationale: As part of the MHC program, the counseling preparation courses involve both pre-practicum and internship classes. Students in these classes will be asked to demonstrate an eagerness to learn and willingness to make mistakes. In this climate, we would like to emphasize clinical skill development rather than grading.

**AV:10.10a. Change in Course Description and Grading Policy**

|                                    |  |                                  |  |
|------------------------------------|--|----------------------------------|--|
| <b>FROM: PSY 9830 Internship I</b> |  | <b>TO: PSY 9830 Internship I</b> |  |
| <b>Description</b>                 | <p>This course provides an opportunity for students to have direct experience and interaction with individuals and groups seeking counseling services. Weekly individual supervision is provided on site, where counseling sessions are held, and group supervision is held on campus as part of Internship I. This course is taken over two semesters with 300 hours per semester at the internship site. Each semester, fulfills degree requirements for the internship experience. Professional issues and group supervision are discussed in class weekly.</p> | <b>Description</b>               | <p>This course provides an opportunity for students to have direct experience and interaction with individuals and groups seeking counseling services. Weekly individual supervision is provided on site, where counseling sessions are held, and group supervision is held on campus as part of Internship I. This course is taken over two semesters with 300 hours per semester at the internship site. Each semester, fulfills degree requirements for the internship experience. Professional issues and group supervision are discussed in class weekly.</p> <p><u>This course is graded on a pass/fail basis.</u></p> |

Rationale: As part of the MHC program, the counseling preparation courses involve both pre-practicum and internship classes. Students in these classes will be asked to demonstrate an eagerness to learn and willingness to make mistakes. In this climate, we would like to emphasize clinical skill development rather than grading.

**AV:10.11a. Change in Course Description and Grading Policy**

|                                     |  |                                   |  |
|-------------------------------------|--|-----------------------------------|--|
| <b>FROM:</b> PSY 9831 Internship II |  | <b>TO:</b> PSY 9831 Internship II |  |
| <b>Description</b>                  | This course provides an opportunity for students to have direct experience and interaction with individuals and groups seeking counseling services. Weekly individual supervision is provided on site, where counseling sessions are held, and group supervision is held on campus as part of Internship II. This course is taken over two semesters with 300 hours per semester at the internship site. Each semester, fulfills degree requirements for the internship experience. Professional issues and group supervision are discussed in class weekly. | <b>Description</b>                | This course provides an opportunity for students to have direct experience and interaction with individuals and groups seeking counseling services. Weekly individual supervision is provided on site, where counseling sessions are held, and group supervision is held on campus as part of Internship II. This course is taken over two semesters with 300 hours per semester at the internship site. Each semester, fulfills degree requirements for the internship experience. Professional issues and group supervision are discussed in class weekly.<br><br><u>This course is graded on a pass/fail basis.</u> |

Rationale: As part of the MHC program, the counseling preparation courses involve pre-practicum, practicum, and internship classes. Students in these classes will be asked to demonstrate an eagerness to learn and willingness to make mistakes in learning counseling process. In this climate, we would like to emphasize clinical development rather than grading.

**AV:10.1b. Change in Course Prerequisite**

|                       |   |                      |  |
|-----------------------|---|----------------------|--|
| <b>From:</b> STA 3155 |   | <b>To :</b> STA 3155 |  |
| <b>Title</b>          | Regression and Forecasting Models for Business Applications               | <b>Title</b>         | Regression and Forecasting Models for Business Applications    |
| <b>Prerequisites</b>  | <del>STA 2000</del> or ECO 4000. Not open to Economics and Finance Majors | <b>Prerequisites</b> | STA 3154 or ECO 4000. Not open to Economics and Finance Majors |

Rationale: This course requires Business Statistics II which covers statistical inference and regression in greater depth than STA 2000, which is insufficient.

**AV:10.2b. Change in Course Title and Pre-or Co requisites**

|                       |   |                     |   |
|-----------------------|---|---------------------|---|
| <b>From:</b> ECO 3160 |   | <b>To:</b> ECO 3160 |   |
| <b>Title</b>          | <del>Special Topics in Economics:</del> Field Study of the Economics of the Environment, Business, Culture and Global Sustainability  | <b>Title</b>        | Field Study of the Economics of the Environment, Business, Culture and Global Sustainability  |
| <b>Description</b>    | The objective of this course is to educate students on global economic, financial, international, environmental and business issues and the role each plays in promoting sustainable development. The main feature of this course is a 14 day study abroad experience in Costa Rica. Prior to the study abroad, there | <b>Description</b>  | The objective of this course is to educate students on global economic, financial, international, environmental and business issues and the role each plays in promoting sustainable development. The main feature of this course is a 14 day study abroad experience in Costa Rica. Prior to the study abroad, there |

|                      |   |   |   |
|----------------------|---|---|---|
|                      | <p>will be 5 face-to-face classes and a two day business sustainability retreat that will provide an introduction to the country and culture, and to the conceptual and theoretical frameworks about economics, business and sustainability that will prepare students for the field work they will carry out in Costa Rica. During the study tour proper, students will be given more in-depth lectures by faculty from INCAE (One of Latin America's leading business schools) and from Earth University, about Costa Rica, Latin America, economics, finance, business, culture, international management and sustainability issues. The classroom learning will be integrated with on-the-ground experiences, e.g. field experiences, case studies, discussions, reflections and writing assignments after each field experience.</p> |   | <p>will be 5 face-to-face classes and a two day business sustainability retreat that will provide an introduction to the country and culture, and to the conceptual and theoretical frameworks about economics, business and sustainability that will prepare students for the field work they will carry out in Costa Rica. During the study tour proper, students will be given more in-depth lectures by faculty from INCAE (One of Latin America's leading business schools) and from Earth University, about Costa Rica, Latin America, economics, finance, business, culture, international management and sustainability issues. The classroom learning will be integrated with on-the-ground experiences, e.g. field experiences, case studies, discussions, reflections and writing assignments after each field experience.</p> |
| <p>Prerequisites</p> | <p>ECO 1001 and/or ECO 1002, Interview and permission of the instructor and Application to Study Abroad and acceptance and interview by Director of Study Abroad.</p>   | <p>Prerequisites<br/>Co-requisites:</p> | <p>ECO 1001 and/or ECO 1002, Interview and permission of the instructor and Application to Study Abroad and acceptance and interview by Director of Study Abroad.<br/><br/><u>ECO 3160L in Fall semester (Prior semester)</u></p>   |

**Rationale:** The addition of the co-requisite ECO 3160L lecture section with zero credit offered in the Fall 20XX by permission would trigger an ECO 3160 January Winter session course and automatically register the student at the same time during the Fall 20XX registration period for that JAN course only. Both courses would be listed as beginning in October XX and ending in January XX. This way blackboard would be created for ECO 3160L for Fall 20XX; the students would see it in the course offerings as beginning in October.

**AV:10.3b. Change in Course Title and Description**

|                       |   |                     |  |
|-----------------------|---|---------------------|--|
| <p>From: CIS 9440</p> |   | <p>To: CIS 9440</p> |  |
| <p>Title</p>          | <p>Database Management Systems II</p>   | <p>Title</p>        | <p><u>Data Warehousing and Analytics</u></p>   |
| <p>Description</p>    | <p>Advanced course in database management systems that builds on the concepts covered in CIS 9340 and emphasizes development of integrated business applications. Various issues in database design and implementation are studied in detail: conceptual data modeling, concurrency control, data integrity and security, transaction processing,</p> | <p>Description</p>  | <p><u>Provide students with an in-depth understanding of the design and implementation of database warehousing and analytics database systems. Specific topics include data warehouse modeling and architecture, the Extract-Transform-Load (ETL) process, administration, security, column-store, streaming and NoSQL</u></p> |

|  |  |
|--|--|
| <p>query processing and optimization, database backup and recovery, and database administration. Object-oriented data models, distributed databases, databases and knowledgebases, and implementation of relational database management systems are also discussed. Students develop database applications from the initial analysis and conceptual design stage to their full implementation.</p> | <p>databases, and complex event processing. Students develop a complete data warehouse system including implementation of a business intelligence suite.</p> |
|--|--|

Rationale: The course has always been taught with a data warehousing and analytics component. Over the last four

years this component has grown in importance, especially for MS and MBA students. As a result we are changing the

description and updating the syllabus to reflect the state of the art content and industry practices.

### **CHANCELLOR'S UNIVERSITY REPORT ERRATA JUNE 2013**

#### **PART A: ACADEMIC MATTERS**

#### **BARUCH COLLEGE**

April 2013  
Chancellor's  
University  
Report

SECTION AV: Changes in Existing Courses (Graduate)  
Item AV.10.2b: RES 9980 course title is incorrectly noted and did not change; the correct title is Real Estate Entrepreneurship.