

**June 2017**

**Baruch College**

**Chancellor's University Report – Part A: Academic Matters**

**PART A: Academic Matters**

**Section AllI: Changes in Degree Programs**

**AllI: 1.1 The following revisions are proposed for the BBA in Marketing Major (Marketing Management Track) in the Zicklin School of Business**

The following recommendations of the Committee on Undergraduate Curriculum were approved at the Zicklin School of Business Faculty Meeting on April 27, 2017 effective the Spring 2018 semester, pending approval of the Board of Trustees.

**Program:** BBA in Marketing Management (General Marketing Track)

**Program Code:** 01927

**MHC Program Code:** 60018

**HEGIS Code:** 0905

**Effective:** Spring 2018

<b>From:</b>			<b>To:</b>		
<b>BBA in Marketing Management (General Marketing Track)</b>			<b>BBA in Marketing Management (General Marketing Track)</b>		
Course	Description	Crd	Course	Description	Crd
Required Courses (12 Credits)			Required Courses (12 Credits)		
MKT 3400	International Business Principles	3	MKT 3400	International Business Principles	3
MKT 3600	Marketing Research	3	MKT 3600	Marketing Research	3
MKT 3605	Consumer Behavior	3	MKT 3605	Consumer Behavior	3
MKT 5750	Marketing Strategy	3	MKT 5750	Marketing Strategy	3
Elective Courses (12 Credits)			Elective Courses (12 Credits)		
MKT 3140	Interaction Design: Designing Innovative Digital Products and Services	3	MKT 3140	Interaction Design: Designing Innovative Digital Products and Services	3
MKT 3420	Persuasion and Customer Decision Making	3	MKT 3420	Persuasion and Customer Decision Making	3

MKT 3520	Advertising and marketing Communications	3	MKT 3520	Advertising and marketing Communications	3
MKT 4093*	Selected Topics in Marketing	3	MKT 4093*	Selected Topics in Marketing	3
MKT 4120	Media Planning	3	MKT 4120	Media Planning	3
MKT 4123	Marketing Web Analytics and Intelligence	3	MKT 4123	Marketing Web Analytics and Intelligence	3
MKT 4131	Advertising Creative Strategy and Tactics	3	MKT 4131	Advertising Creative Strategy and Tactics	3
MKT 4151	Direct Marketing I: Strategies and Tactics	3	MKT 4151	Direct Marketing I: Strategies and Tactics	3
<b>MKT 4152</b>	<b>Direct Marketing II: Database Marketing; Managing The Creative Process</b>	<b>3</b>	<<<	<<<<<<<<<<<<<	
MKT 4171	Public Relations	3	MKT 4171	Public Relations	3
MKT 4200	Search Marketing	3	MKT 4200	Search Marketing	3
MKT 4401	International Trade Financing	3	MKT 4401	International Trade Financing	3
MKT 4410	International Trade Operations	3	MKT 4410	International Trade Operations	3
MKT 4420	International Marketing Research and Management	3	MKT 4420	International Marketing Research and Management	3
MKT 4460	International Supply chain Management	3	MKT 4460	International Supply chain Management	3
MKT 4493*	Special Topics in Advertising and Marketing Communications	3	MKT 4493*	Special Topics in Advertising and Marketing Communications	3
MKT 4511	Marketing Channels	3	MKT 4511	Marketing Channels	3
<b>MKT 4523</b>	<b>Green Marketing</b>	<b>3</b>	<<<	<<<<<<<<<<<<<	
MKT 4540	Branding	3	MKT 4540	Branding	3
MKT 4555	Internet Marketing	3	MKT 4555	Internet Marketing	3
MKT 4557	Digital Advertising	3	MKT 4557	Digital Advertising	3
MKT 4560	Entertainment Marketing	3	MKT 4560	Entertainment Marketing	3
MKT 4561	Marketing Analytics	3	MKT 4561	Marketing Analytics	3
MKT 4593*	Special Topics in Digital Marketing	3	MKT 4593*	Special Topics in Digital Marketing	3
MKT 4620	Text Analytics for Marketing	3	MKT 4620	Text Analytics for Marketing	3
>>>	>>>>>>>>>>	3	<b>MKT 4630</b>	<b>Marketing Analytics with Big Data</b>	<b>3</b>
MKT 4693*	Special Topics in Marketing Analytics	3	MKT 4693*	Special Topics in Marketing Analytics	3

<b>MKT 4700</b>	<b>Business Marketing Management</b>	<b>3</b>	<<<	<<<<<<<<<<<<<	
MKT 4876	Advertising Account Planning	3	MKT 4876	Advertising Account Planning	3
<b>MKT 4900</b>	<b>Managing Customer Relationships</b>	<b>3</b>	<<<	<<<<<<<<<<<	
MKT 4910	Selling and Sales Management	3	MKT 4910	Selling and Sales Management	3
MKT 4911	Communication Skills for Selling and Marketing	3	MKT 4911	Communication Skills for Selling and Marketing	3
MKT 4912	Retailing I: Retail Marketing	3	MKT 4912	Retailing I: Retail Marketing	3
MKT 4913	Retailing II: Retailing Management and Merchandising	3	MKT 4913	Retailing II: Retailing Management and Merchandising	3
MKT 4966	Social Media Marketing and New Ventures	3	MKT 4966	Social Media Marketing and New Ventures	3
MKT 5000	Independent Study	3	MKT 5000	Independent Study	3
MKT 5150	Advertising Campaigns I: Ad Competition	3	MKT 5150	Advertising Campaigns I: Ad Competition	3
MKT 5151	Advertising Campaigns II: Ad Competition	3	MKT 5151	Advertising Campaigns II: Ad Competition	3
MKT 5200	Marketing Consulting Practicum	3	MKT 5200	Marketing Consulting Practicum	3
MKT 5550	Product Planning	3	MKT 5550	Product Planning	3
IBS 3000**	Technology, Innovation, and the Global Enterprise	3	IBS 3000**	Technology, Innovation, and the Global Enterprise	3
ECO 3250**	International Economics	3	ECO 3250**	International Economics	3
LAW 3111**	Law and International Business	3	LAW 3111**	Law and International Business	3
LAW 3118**	Law of Unfair Competition and Intellectual Property	3	LAW 3118**	Law of Unfair Competition and Intellectual Property	3
LAW 3106**	Law & Entrepreneurship	3	LAW 3106**	Law & Entrepreneurship	3
LAW 3220**	Law and the Entertainment Business	3	LAW 3220**	Law and the Entertainment Business	3
MGT 4880**	Management of Multinational Corporations		MGT 4880**	Management of Multinational Corporations	3

Note: MKT 5100 (Internship) may be taken as an additional course as your free elective, but it cannot be taken to satisfy the requirements for the track.

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

**\*\*Students may take up to two non-marketing courses as part of their track.**

**Rationale:** From this track the department is eliminating four courses that are no longer offered. The courses are MKT 4152, MKT 4523, MKT 4700, and MKT 4900. The rationales for their elimination are provided in the listing where these courses are withdrawn in Section AVI below. The department is also adding MKT 4630. The rationale for the addition of this course to our curriculum is in Section AIV.1.4 below. The world of "marketing" has changed, and these changes will bring our program closer to what is being practiced in the contemporary business world.

**All: 1.2 The following revisions are proposed for the BBA in Marketing Management (Marketing Analytics Track) in the Zicklin School of Business.**

**Program:** BBA in Marketing Management (Marketing Analytics Track)

**Program Code:** 01927

**MHC Program Code:** 60018

**HEGIS Code:** 0509

**Effective:** Spring 2018

<b>From:</b>			<b>To:</b>		
<b>BBA in Marketing Management (Marketing Analytics Track)</b>			<b>BBA in Marketing Management (Marketing Analytics Track)</b>		
Course	Description	Crd	Course	Description	Crd
Required Courses (12 Credits)			Required Courses (12 Credits)		
MKT 3600	Marketing Research	3	MKT 3600	Marketing Research	3
MKT 3605	Consumer Behavior	3	MKT 3605	Consumer Behavior	3
MKT 4561	Marketing Analytics	3	MKT 4561	Marketing Analytics	3
MKT 5750	Marketing Strategy	3	MKT 5750	Marketing Strategy	3
Elective Courses			Elective Courses		
Choose four (4) courses of 3 credits each from the following, at least two of which must be marketing (MKT) courses.			Choose four (4) courses of 3 credits each from the following, at least two of which must be marketing (MKT) courses.		
MKT 4120	Media Planning	3	MKT 4120	Media Planning	3
MKT 4123	Marketing Web Analytics and Intelligence	3	MKT 4123	Marketing Web Analytics and Intelligence	3
MKT 4151	Direct Marketing I: Strategies and Tactics	3	MKT 4151	Direct Marketing I: Strategies and Tactics	3
<b>MKT 4152</b>	<b>Direct Marketing II: Database Marketing;</b>	<b>3</b>	<<<<	<<<<<<<<<<<<	

	<b>Managing the creative process</b>				
MKT 4200	Search Marketing	3	MKT 4200	Search Marketing	3
MKT 4555	Internet Marketing	3	MKT 4555	Internet Marketing	3
MKT 4620	Text Analytics for Marketing	3	MKT 4620	Text Analytics for Marketing	3
>>>	>>>>>>>>>>	3	<b>MKT 4630</b>	<b>Marketing Analytics with Big Data</b>	<b>3</b>
MKT 4693*	Special Topics in Marketing Analytics	3	MKT 4693*	Special Topics in Marketing Analytics	3
MKT 5000	Independent Study	3	MKT 5000	Independent Study	3
STA 3155	Regression and Forecasting Models for Business Applications	3	STA 3155	Regression and Forecasting Models for Business Applications	3
CIS 3120	Programming for Analytics	3	CIS 3120	Programming for Analytics	3
CIS 4170	Data Visualization	3	CIS 4170	Data Visualization	3
CIS/STA 3920	Data Mining for Business Analytics		CIS/STA 3920	Data Mining for Business Analytics	3
* May be taken more than once if a different topic is dealt with. Topics are announced in Schedule of Classes.					

**Rationale:** From this track the department is eliminating a course, MKT 4152, that is no longer offered. The rationale for the elimination is provided in the listing where this course is withdrawn in Section AVI, below. The department is also adding MKT 4630. The rationale for the addition of this course to our curriculum is in Section AIV.1.4, below. The world of "marketing" has changed, and these changes will bring our program closer to what is being practiced in the contemporary business world.

**All:** 1.3 The following revisions are proposed for the BBA in Marketing Management (Advertising and Marketing Communication) in the Zicklin School of Business.

**Program:** BBA in Marketing Management (Advertising and Marketing Communication Track)

**Program Code:** 01927

**MHC Program Code:** 60018

**HEGIS Code:** 0509

**Effective:** Spring 2018

<b>From:</b>			<b>To:</b>		
	<b>BBA in Marketing Management (Advertising and Marketing Communication Track)</b>			<b>BBA in Marketing Management (Advertising and Marketing Communication Track)</b>	
Course	Description	Crd	Course	Description	Crd
Required Courses (12 Credits)			Required Courses (12 Credits)		
MKT 3520	Advertising and Marketing Communications	3	MKT 3520	Advertising and Marketing Communications	3
MKT 3600	Marketing Research	3	MKT 3600	Marketing Research	3
MKT 3605	Consumer Behavior	3	MKT 3605	Consumer Behavior	3
MKT 5750	Marketing Strategy	3	MKT 5750	Marketing Strategy	3
Elective Courses (12 Credits)		Crd	Elective Courses (12 Credits)		Crd
MKT 4120	Media Planning	3	MKT 4120	Media Planning	3
MKT 4123	Marketing Web Analytics and Intelligence	3	MKT 4123	Marketing Web Analytics and Intelligence	3
MKT 4131	Advertising Creative Strategy and Tactics	3	MKT 4131	Advertising Creative Strategy and Tactics	3
MKT 4151	Direct and Interactive Marketing	3	MKT 4151	Direct and Interactive Marketing	3
<b>MKT 4152</b>	<b>Direct Marketing II: Database Marketing; Managing the Creative Process</b>	<b>3</b>	<<<	<<<<<<<<<<<	
MKT 4171	Public Relations	3	MKT 4171	Public Relations	3
MKT 4540	Branding	3	MKT 4540	Branding	3
MKT 4555	Internet Marketing	3	MKT 4555	Internet Marketing	3
MKT 4557	Digital Advertising	3	MKT 4557	Digital Advertising	3
MKT 4561	Marketing Analytics	3	MKT 4561	Marketing Analytics	3
MKT 4876	Advertising Account Planning	3	MKT 4876	Advertising Account Planning	3
MKT 4966	Social Media Marketing and New Ventures	3	MKT 4966	Social Media Marketing and New Ventures	3
MKT 4493*	Special Topics in Advertising and Marketing Communications	3	MKT 4493*	Special Topics in Advertising and Marketing Communications	3
MKT 5150	Advertising Campaigns I: Ad Competition	3	MKT 5150	Advertising Campaigns I: Ad Competition	3
MKT 5151	Advertising Campaigns II: Ad Competition	3	MKT 5151	Advertising Campaigns II: Ad Competition	3

MKT 5200	Marketing Consulting Practicum	3	MKT 5200	Marketing Consulting Practicum	3
* May be taken more than once if a different topic is dealt with. Topics are announced in Schedule of Classes.					

**Rationale:** From this track the department is eliminating a course, MKT 4152, that is no longer offered. The rationale for the elimination is provided in the listing where this course is withdrawn in Section AVI, below. The world of "marketing" has changed, and this change will bring our program closer to what is being practiced in the contemporary business world.

**All: 1.4 The following revisions are proposed for the BBA in Marketing Management (Digital Marketing track) in the Zicklin School of Business.**

**Program:** BBA in Marketing Management (Digital Marketing track)

**Program Code:** 01927

**MHC Program Code:** 60018

**HEGIS Code:** 0509.00

**Effective:** Spring 2018

<b>From:</b>			<b>To:</b>		
<b>BBA in Marketing (Digital Marketing Track)</b>			<b>BBA in Marketing (Digital Marketing Track)</b>		
Course	Description	Crd	Course	Description	Crd
Required Courses (15 Credits)			Required Courses (15 Credits)		
MKT 3600	Marketing Research	3	MKT 3600	Marketing Research	3
MKT 3605	Consumer Behavior	3	MKT 3605	Consumer Behavior	3
MKT 4123	Marketing Web Analytics and Intelligence	3	MKT 4123	Marketing Web Analytics and Intelligence	3
MKT 4555	Internet Marketing	3	MKT 4555	Internet Marketing	3
MKT 5750	Marketing Strategy	3	MKT 5750	Marketing Strategy	3
Elective Courses			Elective Courses		
Choose three (3) courses (9 credits) from the following, at least two of which must be marketing (MKT) or international business (IBS) courses.			Choose three (3) courses (9 credits) from the following, at least two of which must be marketing (MKT) or international business (IBS) courses.		
MKT 3140	Interaction Design: Designing Innovative Digital Products and Services	3	MKT 3140	Interaction Design: Designing Innovative Digital Products and Services	3
MKT 4151	Direct Marketing I: Strategies and Tactics	3	MKT 4151	Direct Marketing I: Strategies and Tactics	3

MKT 4171	Public Relations	3	MKT 4171	Public Relations	3
MKT 4200	Search Marketing	3	MKT 4200	Search Marketing	3
MKT 4460	International Supply Chain Management	3	MKT 4460	International Supply Chain Management	3
MKT 4561	Marketing Analytics	3	MKT 4561	Marketing Analytics	3
MKT 4593*	Special Topics in Digital Marketing	3	MKT 4593*	Special Topics in Digital Marketing	3
MKT 4557	Digital Advertising	3	MKT 4557	Digital Advertising	3
MKT 4620	Text Analytics for Marketing	3	MKT 4620	Text Analytics for Marketing	3
>>>	>>>>>>>>>	3	<b>MKT 4630</b>	<b>Marketing Analytics with Big Data</b>	<b>3</b>
MKT 4966	Social Media Marketing and New Ventures	3	MKT 4966	Social Media Marketing and New Ventures	3
MKT 5200	Marketing Consulting Practicum	3	MKT 5200	Marketing Consulting Practicum	3
IBS 3000	Technology, Innovation, and the Global Enterprise	3	IBS 3000	Technology, Innovation, and the Global Enterprise	3
CIS 3444	e-Business Technologies	3	CIS 3444	e-Business Technologies	3
CIS 3630	Principles of Web Design	3	CIS 3630	Principles of Web Design	3
LAW 3108	Law and the Internet	3	LAW 3108	Law and the Internet	3
LAW 3118	Law of Unfair Competition and Intellectual Property	3	LAW 3118	Law of Unfair Competition and Intellectual Property	3
MGT 4967	Technology, Innovation, and Design in Entrepreneurship		MGT 4967	Technology, Innovation, and Design in Entrepreneurship	

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

**Rationale:** To this track the department is adding MKT 4630. The rationale for the addition of this course to our curriculum is in Section AIV.1.4, below. The world of "marketing" has changed, and these changes will bring our program closer to what is being practiced in the contemporary business world.

#### Section AIV: New Courses AIV.1.1

<b>Department(s)</b>	Bert Wasserman Department of Economics and Finance
<b>Career</b>	<input checked="" type="checkbox"/> Undergraduate <input type="checkbox"/> Graduate
<b>Academic Level</b>	<input checked="" type="checkbox"/> Regular <input type="checkbox"/> Compensatory <input type="checkbox"/> Developmental <input type="checkbox"/> Remedial
<b>Subject Area</b>	ECO
<b>Course Prefix</b>	ECO
<b>Course Number</b>	3140
<b>Course Title</b>	Game Theory



<b>Catalogue Description</b>	This is a course about strategic interaction between individuals. We will assume that individuals are rational: they maximize an objective function (e.g., profit) given their beliefs about the strategies of others. We will extend this assumption to the common knowledge of rationality, and further still to the coordination of beliefs in equilibrium, in order to increasingly refine the set of predicted outcomes in strategic environments. We will operationalize these core theoretical constructs through many practical examples.
<b>Pre/ Co Requisites</b>	ECO 1001 Micro-Economics AND ZICK OR ZKTP Student Group OR ASCI-BA Plan OR ECO-BA Plan OR Minor TRECO-MIN Plan with 45 credits.
<b>Credits</b>	3
<b>Contact Hours</b>	3
<b>Liberal Arts</b>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<b>Course Attribute (e.g. Writing Intensive, Honors, etc)</b>	
<b>Course Applicability</b>	X Major Gen Ed Required_Gen Ed - Flexible_Gen Ed - College Option English Composition_World Cultures Mathematics_US Experience in its Diversity College Option Detail Science_Creative Expression Individual and Society Scientific World
<b>Effective Term</b>	Spring 2018

**Rationale:** Game Theory is an essential tool for economists that is typically offered as part of an Intermediate Microeconomics course. However, devoting only a few weeks to the topic is insufficient for students to learn the core concepts and apply them to real world problems. The current proposal aims at creating a new course at the 3000 level in Game Theory that students can take in addition to ECO 3100 Intermediate Micro-Economics and as a gateway to 4000 level course in microeconomic theory. This course will be offered in the fall and spring semesters with an enrollment of 80 students.

#### AIV.1.2

<b>Department(s)</b>	Bert Wasserman Department of Economics and Finance
<b>Career</b>	<input checked="" type="checkbox"/> Undergraduate <input type="checkbox"/> Graduate
<b>Academic Level</b>	<input checked="" type="checkbox"/> Regular <input type="checkbox"/> Compensatory <input type="checkbox"/> Developmental <input type="checkbox"/> Remedial

<b>Subject Area</b>	ECO
<b>Course Prefix</b>	ECO
<b>Course Number</b>	4010
<b>Course Title</b>	Applied Micro-Econometrics
<b>Catalogue Description</b>	The course extends the use of regression analysis to issues in applied micro-econometrics. The course will focus on recent developments in identification methods to analyze issue related to the economics of health, labor, public finance, and education. Students will use statistical software to analyze data from seminal studies in applied economics.
<b>Pre/ Co Requisites</b>	ECO 4000 AND ZICK OR ZKTP Student Group OR ECO-BA Plan with 45 credits
<b>Credits</b>	3
<b>Contact Hours</b>	3
<b>Liberal Arts</b>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<b>Course Attribute (e.g. Writing Intensive, Honors, etc)</b>	CIC
<b>Course Applicability</b>	X Major Gen Ed Required_Gen Ed - Flexible_Gen Ed - College Option English Composition_World Cultures Mathematics_US Experience in its Diversity College Option Detail Science_Creative Expression Individual and Society Scientific World
<b>Effective Term</b>	Spring 2018

Rationale: The goal of the proposal for a new 4000-level course in “Applied Micro-Econometrics” is to increase the choices of econometrics courses offered to students majoring in economics and finance. The topics of the course range from the application of econometrics to issues in labor, education, health, industrial organization and program evaluation that have gained popularity in recent years. The aim of this new course is to provide students with an in-depth overview of microeconometrics tools and their application. The Economics and Finance department anticipates offering this course once a year with an expected enrollment of 50 students.

#### AIV.1.3

<b>Department(s)</b>	Bert Wasserman Department of Economics and Finance
<b>Career</b>	<input checked="" type="checkbox"/> Undergraduate <input type="checkbox"/> Graduate

<b>Academic Level</b>	[ X ] Regular [ ] Compensatory [ ] Developmental [ ] Remedial
<b>Subject Area</b>	ECO
<b>Course Prefix</b>	ECO
<b>Course Number</b>	4120
<b>Course Title</b>	Behavioral Economics
<b>Catalogue Description</b>	Behavioral economics investigates the effect of psychological and cognitive aspects on economic decision-making. The course will focus also on experimental design and its application to identify behavioral regularities related to risk preferences, the endowment effect, overconfidence, framing, probabilistic assessment and other areas of decision-making.
<b>Pre/ Co Requisites</b>	(ECO 3100 Intermediate Micro-Economics OR ECO 3140 Game Theory OR ECO 4000 Statistical Analysis for Economics) AND [(Finance AND ZICK OR ZKTP Student Group) OR (ECO-BA Plan with 45 credits)]
<b>Credits</b>	3
<b>Contact Hours</b>	3
<b>Liberal Arts</b>	[ X ] Yes [ ] No
<b>Course Attribute (e.g. Writing Intensive, Honors, etc)</b>	CIC
<b>Course Applicability</b>	X Major Gen Ed Required_Gen Ed - Flexible_Gen Ed - College Option English Composition_World Cultures Mathematics_US Experience in its Diversity College Option Detail Science_Creative Expression Individual and Society Scientific World
<b>Effective Term</b>	Spring 2018

**Rationale:** The goal of this course is to expose students to the application of economic theory and experimental economics to real world problems. A course in “Behavioral Economics” has been offered as a special topics course at least once a year for the last 3 years. Students have shown an interest in the content of the course. The aim of the proposal is to create a new course that makes permanent the offering of this course to students majoring in economics and finance. The Economics and Finance department anticipates offering this course once a year with an expected enrollment of 50 students.

## AIV.1.4

<b>Department(s)</b>	Allen G. Aaronson Department of Marketing and International Business
<b>Career</b>	<input checked="" type="checkbox"/> Undergraduate <input type="checkbox"/> Graduate
<b>Academic Level</b>	<input checked="" type="checkbox"/> Regular <input type="checkbox"/> Compensatory <input type="checkbox"/> Developmental <input type="checkbox"/> Remedial
<b>Subject Area</b>	MKT
<b>Course Prefix</b>	MKT
<b>Course Number</b>	4630
<b>Course Title</b>	Marketing Analytics with Big Data
<b>Catalogue Description</b>	The course focuses on how companies can optimize their marketing mix – Product, Price, Place, and Promotion using Big Data. Marketing is about driving growth and increasing your organization’s market share. The course utilizes cases and industry papers to identify and define problems faced by marketing departments across industries, and teaches students how to solve these problems through the analysis of Big Data.
<b>Pre/ Co Requisites</b>	MKT3000
<b>Credits</b>	3
<b>Contact Hours</b>	3
<b>Liberal Arts</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<b>Course Attribute (e.g. Writing Intensive, Honors, etc)</b>	
<b>Course Applicability</b>	<input checked="" type="checkbox"/> Major Gen Ed Required_Gen Ed - Flexible_Gen Ed - College Option English Composition_World Cultures Mathematics_US Experience in its Diversity College Option Detail Science_Creative Expression Individual and Society Scientific World
<b>Effective Term</b>	Spring 2018

**Rationale:** “Big Data” is a new field in Marketing. Our students would benefit from this course since organizations are looking for way to harness the incoming data from different sources in order to give a personalized consumer experience. The course, through its use cases and lectures will teach students how to make effective decisions about marketing budgets. The course will also teach how to make the customers potential brand advocates by targeting the Social Media and by using the Big Data

Analytics. The Allen G. Aaronson Department of Marketing and International Business expects to offer this course one time a year with an expected registration of 80 students per year. This course will be added, as an elective, to the following three tracks of Marketing Management major: “General Marketing,” “Digital Marketing,” and “Marketing Analytics.”

### AV: 1.1 Changes to be offered in the Narendra Paul Loomba Department of Management

<b>CUNYFirst Course ID</b>	090431		
<b>FROM</b>		<b>TO</b>	
<b>Departments</b>	Narendra Paul Loomba Department of Management		
<b>Course</b>	BPL 5100 Business Policy	<b>Course</b>	BPL 5100 Business Policy
<b>Pre or co requisite</b>	<p>There are four different prerequisites necessary to register for BPL 5100.</p> <ul style="list-style-type: none"> <li>• In order to register for BPL 5100, students must first file an <a href="#">Application for Graduation</a> with the Office of the Registrar at least 3 business days prior to their scheduled registration appointment date.</li> <li>• Completion of each of the Zicklin Core business base courses business base core courses of Acc 2203 or Acc 3200, Finance 3000, Management</li> </ul>	<b>Pre or co requisite</b>	<p>There are three different prerequisites necessary to register for BPL 5100.</p> <ul style="list-style-type: none"> <li>• <u>Completion of each of the Zicklin Core business base courses of A 2203 or Acc 3200, Finance 3000, Management 3120, Management 3121, and Marketing 3000.</u></li> <li>• <u>Completion of at least 105 credits</u></li> <li>• <u>Completion of, or enrollment in the capstone course for the major as listed in the following link:</u> <a href="https://zicklin.baruch.cuny.edu/detail-bpl-5100">https://zicklin.baruch.cuny.edu/detail-bpl-5100</a></li> </ul>

	<p>3120, Management 3121, and Marketing 3000.</p> <ul style="list-style-type: none"> <li>• Completion of at least 107 credits</li> <li>• Will graduate at the end of semester you are planning to take BPL-5100.</li> </ul>		
<b>Hours</b>	3	<b>Hours</b>	3
<b>Credits</b>	3	<b>Credits</b>	3
<b>Description</b>	<p>An interdisciplinary course concentrating on the problems that confront the chief administrative officers of an enterprise. The course stresses the overall company point of view in dealing with top management problems. Working in teams designed to represent the executive management of competing companies, students are confronted with the tasks of analysis and decision-making in a variety of case studies. An integral part of this course involves participation in a computerized interactive business simulation. Open only to graduating seniors. (This course is under the direct supervision of the Department of</p>	<b>Description</b>	<p>An interdisciplinary course concentrating on the problems that confront the chief administrative officers of an enterprise. The course stresses the overall company point of view in dealing with top management problems. Working in teams designed to represent the executive management of competing companies, students are confronted with the tasks of analysis and decision-making in a variety of case studies. An integral part of this course involves participation in a computerized interactive business simulation. Open only to graduating seniors. (This course is under the direct supervision of the Department of Management.)</p>

	Management.)		
<b>Requirement Designation</b>		<b>Requirement Designation</b>	
<b>Liberal Arts</b>	[ ] Yes [ x ] No	<b>Liberal Arts</b>	[ ] Yes [ x ] No
<b>Course Attribute (e.g. Writing Intensive, Honors, etc)</b>		<b>Course Attribute (e.g. Writing Intensive, Honors, etc)</b>	
<b>Course Applicability</b>	<input checked="" type="checkbox"/> Major <input type="checkbox"/> Gen Ed Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Gen Ed Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World <input type="checkbox"/> Gen Ed – College Option College Option Detail	<b>Course Applicability</b>	<input checked="" type="checkbox"/> Major <input type="checkbox"/> Gen Ed Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Gen Ed Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World
<b>Effective Term</b>	Spring 2018		

**Rationale:** We would like to simplify the registration process for BPL 5100 utilizing CUNYfirst technology. BPL 5100 is the capstone course for Zicklin Business School undergraduate students. Students enroll in this course the semester in which they graduate. In the past students filed for graduation and an individual in the Dean's office checked each student's record for eligibility. This has been a time-consuming process. In addition, some students filed for graduation to take the course even when they were not really graduating at the end of the semester causing other issues with aid and registration, which they did not anticipate.

The N. Paul Loomba Department of Management proposes using the technology incorporated into CUNYFirst to identify graduating students and provide course eligibility. This would eliminate the need for students to file for graduation and a staff person to intervene and process the application for graduation. Students will automatically be eligible for a seat in BPL 5100 if they have completed the five Zicklin core courses and have completed or are enrolled in the capstone course for their major. During the spring 2017 the Zicklin Dean's Office, the Baruch Registrar, and the Department of Management piloted this process with excellent results.

### AV: 1.2 Change in Course Title, Description, Prerequisites and Co-requisites

<b>CUNYFirst Course ID</b>	130263		
<b>FROM</b>		<b>TO</b>	
<b>Departments</b>	Paul H. Chook Department of Information Systems and Statistics		Paul H. Chook Department of Information Systems and Statistics
<b>Course</b>	<b>CIS 3710 Business Intelligence</b>	<b>Course</b>	<b>CIS 3710 <u>Foundations of Business Analytics</u></b>
<b>Pre or co requisite</b>	CIS 2200 Introduction to Information Systems and Technologies	<b>Pre-requisite</b>	CIS 2200 Introduction to Information Systems and Technologies
<b>Hours</b>	3	<b>Hours</b>	3
<b>Credits</b>	3	<b>Credits</b>	3
<b>Description</b>	<del>This course focuses on business intelligence—an information technology approach to data collection and data analysis to support a wide variety of organizational priorities, from performance evaluation to trend spotting and policy making. Students learn analytical components and technologies used to create dashboards and scorecards, data/text/Web mining methods for trend and sentiment analysis, and artificial intelligence techniques used to develop intelligent systems for decision support.</del>	<b>Description</b>	<u>This course introduces students to concepts, theories, and research in the field of Business Analytics. Students learn how to select and apply various components of Business Analytics to extract meaning and create actionable value from huge amounts of data inundating the corporate world. In addition to learning implementations and applications of descriptive, prescriptive, and predictive analytics the students also gain hands-on experience utilizing visual analytics tools. Students learn how to create dashboards, perform fundamental data mining and develop intelligent systems for decision support.</u>



Requirement Designation	CIS	Requirement Designation	CIS
<b>Liberal Arts</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<b>Liberal Arts</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<b>Course Attribute (e.g. Writing Intensive, Honors, etc)</b>		<b>Course Attribute (e.g. Writing Intensive, Honors, etc)</b>	
<b>Course Applicability</b>	<input checked="" type="checkbox"/> Major <input type="checkbox"/> Gen Ed Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Gen Ed Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World <input type="checkbox"/> Gen Ed – College Option College Option Detail	<b>Course Applicability</b>	<input checked="" type="checkbox"/> Major <input type="checkbox"/> Gen Ed Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Gen Ed Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World <input type="checkbox"/> Gen Ed – College Option College Option Detail
<b>Effective Term</b>	Spring 2018		

**Rationale:** This course was originally designed eight years ago and reflected the field that was universally called Business intelligence (BI). BI is focused on using historical data to gain insight into what happened and why, and creating operational efficiency. New technology and advanced research enabled the field to refocus and to offer new opportunities. Today, Business Analytics (BA) is exploring big data to identify trends and to predict what will happen. The proposed title more precisely defines the course and its position in the Data Analytics track.

## Section AVI. Courses Withdrawn

### AVI.1.1

#### MKT 4130 Copywriting

Rationale: The department offers other courses (e.g., MKT 4131) that give a comprehensive overview of the creative process in advertising. Because we have not offered the course in many years and do not intend to offer it in the future, we propose the deletion of MKT 4130. All four marketing tracks have changed over time, and this course has become redundant because it is neither a required course nor an elective course for any of these tracks. This course should have been eliminated years ago when the four marketing tracks were revised.

### **AVI.1.2**

#### **MKT 4152 Direct Marketing II: Database Marketing and Managing the Creative Process**

Rationale: Database Marketing is no longer a novel concept and it is considered a part of "Big Data" Analysis. The Marketing Department, and the Information System Department have introduced many new courses on "Big Data" Analysis. Because we have not offered the course in many years and do not intend to offer it in the future, we propose the deletion of MKT 4152.

### **AVI.1.3**

#### **MKT 4180 Publicity and Promotion**

Rationale: The department offers other courses that cover similar topics. Because we have not offered the course in many years and do not intend to offer it in the future, we propose the deletion of MKT 4180. All four marketing tracks have changed over time, and this course has become redundant because it is neither a required course nor an elective course for any of these tracks. This course should have been eliminated years ago when the four marketing tracks were revised.

### **AVI.1.4**

#### **MKT 4400 Foreign Credit and Collection**

Rationale: This course has been replaced by MKT 4401 (the department was originally unable to change the course title and thus created a different course - MKT 4401). Since the topics initially covered in MKT 4400 are now covered in MKT 4401 we propose the deletion of MKT 4400. All four marketing tracks have changed over time, and this course has become redundant because it is neither a required course nor an elective course for any of these tracks. This course should have been eliminated years ago when the four marketing tracks were revised.

### **AVI.1.5**

#### **MKT 4520: Green Marketing**

Rationale: We have not offered this course in many years and do not intend to offer it in the future, we propose the deletion of MKT 4520. Somehow for reasons known to no one, we had two identical courses (MKT 4520, and MKT 4523) approved and listed in our catalog. At present, "Green Marketing" has become an integral part of regular marketing and hence a separate course is not needed. All four marketing tracks have changed over time, and this course has become redundant because it is neither a required course nor an elective course for any of these tracks. This course should have been eliminated years ago when the four

marketing tracks were revised.

#### **AVI.1.6**

#### **MKT 4523: Green Marketing**

Rationale: We have not offered this course in many years and do not intend to offer it in the future, we propose the deletion of MKT 4523. At present, "Green Marketing" has become an integral part of regular marketing and hence a separate course is not needed.

#### **AVI.1.7**

#### **MKT 4530: Selected Topics in Marketing**

Rationale: This course has been replaced by MKT 4093 and should have been deleted when MKT 4093 came into existence. All four marketing tracks have changed over time, and this course has become redundant because it is neither a required course nor an elective course for any of the four tracks.

#### **AVI.1.8**

#### **MKT 4553: Database Marketing**

Rationale: Database Marketing is no longer a novel concept and it is considered a part of "Big Data" Analysis. The Marketing Department, and the Information System Department have introduced many new courses on "Big Data" Analysis. Because we have not offered the course in many years and do not intend to offer it in the future, we propose the deletion of MKT 4553. All four marketing tracks have changed over time, and this course has become redundant because it is neither a required course nor an elective course for any of these tracks.

#### **AVI.1.9**

#### **MKT 4610: Marketing Planning and Information Systems**

Rationale: The department offers other popular courses in the analytics track that give a comprehensive overview of topics contained in this course, such as analytic systems for advertising planning. All four marketing tracks have changed over time, and this course has become redundant because it is neither a required course nor an elective course for any of these tracks. This course should have been eliminated when the four marketing tracks were revised.

#### **AVI.1.10**

#### **MKT 4700: Business Marketing Management**

Rationale: Important course components such as general marketing management and Business-to-Business Marketing are discussed in other courses. Because we have not offered the course in many years and do not intend to offer it in the future, we propose to delete it.

#### **AVI.1. 11**

**MKT 4710: Business Buyer Behavior**

Rationale: Because we have not offered the course in many years and do not intend to offer it in the future, we propose the deletion of MKT 4710. All four marketing tracks have changed over time, and this course has become redundant because it is neither a required course nor an elective course for any of these tracks. This course should have been eliminated years ago when the four marketing tracks were revised.

**AVI.1. 12****MKT 4900: Managing Customer Relationships**

Rationale: Important course components such as customer relationship management and customer service are discussed in other courses. For that reason we propose the deletion of MKT 4900.

**AVI.1. 13****MKT 5920: Retail and Services Entrepreneurship**

Rationale: Our four marketing tracks have changed over time. MKT 5920 has become redundant because it is neither a required course nor an elective course for any of these tracks; it should have been eliminated years ago when the four tracks were revised.

**AIII: Changes in Degree Programs****AIII: 1.1 The following revisions are proposed for the Evening MBA in the Zicklin School of Business**

**Program:** Evening MBA

**HEGIS Code:** 0506.00

**Program Code:** 01923

**Effective:** Spring 2018

<b>From: Evening MBA</b>			<b>To: Evening MBA</b>		
<b>Course</b>	<b>Description</b>	<b>Crs</b>	<b>Course</b>	<b>Description</b>	<b>Crs</b>
<b>Foundational/Fundamental Skills (18)</b>			<b>Foundational/Fundamental Skills (18)</b>		
LAW 9201	Legal and Ethical Environment of Business	1.5	LAW 9201	Legal and Ethical Environment of Business	1.5
ECO 9730	Firms in the Global Economy	1.5	ECO 9730	Firms in the Global Economy	1.5
BUS 9551	Managerial Communications I	1.5	BUS 9551	Managerial Communications I	1.5
MGT 9200	Fundamentals of Business and Society	1.5	MGT 9200	Fundamentals of Business and Society	1.5
IBS 9600	International Business	1.5	IBS 9600	International Business	1.5

BUS 9552	Managerial Communications II	1.5	BUS 9552	Managerial Communications II	1.5
STA 9708	Managerial Statistics	3	STA 9708	Managerial Statistics	3
MGT 9301	Managing People and Organizations	3	MGT 9301	Managing People and Organizations	3
MGT 9600	Strategy and Competitive Advantage	3	MGT 9600	Strategy and Competitive Advantage	3
<b>Functional Skills (12)</b>			<b>Functional Skills (9)</b>		
At least 4 courses required, determined based on background			At least 3 courses required, determined based on background		
CIS 9557	Business Analytics	3	CIS 9557	Business Analytics	3
FIN 9770	Corporate Finance	3	FIN 9770	Corporate Finance	3
ACC 9110	Financial Reporting	3	ACC 9110	Financial Reporting	3
CIS 9000	Information Technology Strategy	3	CIS 9000	Information Technology Strategy	3
MGT 9700	Managing Business Operations	3	MGT 9700	Managing Business Operations	3
MGT 9973	Managing Creativity, Ideation and Innovation in Startups and Corporations	3	MGT 9973	Managing Creativity, Ideation and Innovation in Startups and Corporations	3
MKT 9703	Marketing Management	3	MKT 9703	Marketing Management	3
<b>Capstone Experience (3)</b>			<b>Capstone Experience (3)</b>		
BUS 9601	Business Consulting Practicum	3	BUS 9601	Business Consulting Practicum	3
<b>Electives (15)</b>			<b>Electives (18)</b>		

**Rationale:** The change increases the number of elective credits to 18 from 15 by reducing the number of functional skills courses required from four to three. The change increases the flexibility of the program, consistent with the intention of the MBA Curriculum Steering

Committee, and makes the Full-Time and Evening programs entirely consistent.

#### AV: Changes in Existing Courses

##### AV: 1.1 Change(s) in pre- or corequisite to be offered in the Paul H. Chook Department of Information Systems and Statistics.

<b>CUNYFirst Course ID</b>			
<b>FROM</b>		<b>TO</b>	
<b>Departments</b>	Paul H. Chook Department of Information Systems and Statistics	<b>Departments</b>	Paul H. Chook Department of Information Systems and Statistics

<b>Course</b>	STA 9760: Big Data Technologies	<b>Course</b>	CIS/STA 9760: Big Data Technologies
<b>Pre or corequisite</b>	STA 9708; STA 9750 or equivalent	<b>Prerequisite</b>	STA 9708; STA 9750 or CIS 9310 or CIS 9650
<b>Hours</b>	3	<b>Hours</b>	3
<b>Credits</b>	3	<b>Credits</b>	3
<b>Description</b>	The explosion of data collection and aggregation technologies has given rise to data-intensive problems. This course will give students an overview of the big data technologies that will help efficiently store, extract, and process very large datasets. Students will learn key data analysis and management techniques, including critical concepts such as Distributed File Systems (storage concepts) and MapReduce/Spark (processing concepts) that power modern big data technologies. In addition, the course will also show how big data technologies can also be used in statistical/machine learning methods to effectively analyze large volumes of data.	<b>Description</b>	The explosion of data collection and aggregation technologies has given rise to data-intensive problems. This course will give students an overview of the big data technologies that will help efficiently store, extract, and process very large datasets. Students will learn key data analysis and management techniques, including critical concepts such as Distributed File Systems (storage concepts) and MapReduce/Spark (processing concepts) that power modern big data technologies. In addition, the course will also show how big data technologies can also be used in statistical/machine learning methods to effectively analyze large volumes of data.
<b>Requirement Designation</b>		<b>Requirement Designation</b>	
<b>Liberal Arts</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<b>Liberal Arts</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<b>Course Attribute (e.g. Writing Intensive, Honors, etc.)</b>		<b>Course Attribute (e.g. Writing Intensive, Honors, etc.)</b>	
<b>Course Applicability</b>	<input type="checkbox"/> Major <input type="checkbox"/> Gen Ed Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics	<b>Course Applicability</b>	<input type="checkbox"/> Major <input type="checkbox"/> Gen Ed Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics

	<input type="checkbox"/> Science <input type="checkbox"/> Gen Ed Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World <input type="checkbox"/> Gen Ed – College Option College Option Detail		<input type="checkbox"/> Science <input type="checkbox"/> Gen Ed Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World
<b>Effective Term</b>	Spring 2018		

**Rationale:** The course is cross-listed as a CIS course because the content of the course is heavily technology oriented. The pre-requisites are changed to reflect all appropriate courses currently offered in our department, thus broadening the pool of students who can take this course.

**AV: 1.2 Change(s) in pre- or corequisite to be offered in the Wasserman Department of Economics and Finance.**

<b>CUNYFirst Course ID</b>			
<b>FROM</b>		<b>TO</b>	
<b>Department</b>	Bert Wasserman Department of Economics and Finance	<b>Department</b>	Bert Wasserman Department of Economics and Finance
<b>Course</b>	FIN 9774 Venture Capital and Entrepreneurial Finance	<b>Course</b>	FIN 9774 Venture Capital and Entrepreneurial Finance
<b>Pre or corequisite</b>	FIN 9770 or FIN 9771. Course credit will be granted for either FIN 9774 or FIN 9884, not both.	<b>Prerequisite</b>	FIN 9770 or FIN 9771. Course credit will be granted for either FIN 9774 or FIN 9884, not both.
<b>Hours</b>	3	<b>Hours</b>	3
<b>Credits</b>	3	<b>Credits</b>	3
<b>Description</b>	This course introduces students to the major concepts, models, theories, and research in the field of entrepreneurial finance. The	<b>Description</b>	This course introduces students to the major concepts, models, theories, and research in the field of entrepreneurial finance. The

	<p>course theme is how the entrepreneur can create value in setting up a new venture through financial, strategic, and operating decisions. The course develops the theoretical and practical tools essential to an entrepreneur and venture capital financier and is appropriate for students who intend to pursue a career in venture capital or entrepreneurship (e.g., whether in the finance area of a venture capital firm, or servicing entrepreneurs in a financial institution such as an investment bank, or as an analyst or portfolio manager, or in launching a new enterprise). The course might also serve students who want to develop analytical tools to evaluate strategic and investment decisions undertaken in small firms.</p>		<p>course theme is how the entrepreneur can create value in setting up a new venture through financial, strategic, and operating decisions. The course develops the theoretical and practical tools essential to an entrepreneur and venture capital financier and is appropriate for students who intend to pursue a career in venture capital or entrepreneurship (e.g., whether in the finance area of a venture capital firm, or servicing entrepreneurs in a financial institution such as an investment bank, or as an analyst or portfolio manager, or in launching a new enterprise). The course might also serve students who want to develop analytical tools to evaluate strategic and investment decisions undertaken in small firms.</p>
<b>Requirement Designation</b>		<b>Requirement Designation</b>	
<b>Liberal Arts</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<b>Liberal Arts</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<b>Course Attribute (e.g. Writing Intensive, Honors, etc.)</b>		<b>Course Attribute (e.g. Writing Intensive, Honors, etc.)</b>	
<b>Course Applicability</b>	<input type="checkbox"/> Major <input type="checkbox"/> Gen Ed Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Gen Ed Flexible	<b>Course Applicability</b>	<input type="checkbox"/> Major <input type="checkbox"/> Gen Ed Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Gen Ed Flexible



	World Cultures US Experience in its Diversity Creative Expression Individual and Society Scientific World Gen Ed – College Option College Option Detail		World Cultures US Experience in its Diversity Creative Expression Individual and Society Scientific World
<b>Effective Term</b>	Spring 2018		

**Rationale:** Course prerequisites are being updated to align with the prerequisite structure for all Finance courses and to accommodate the new MBA, MSF, and Executive MSF curricula.

**AV: 1.3 Change(s) in pre- or corequisite to be offered in the Wasserman Department of Economics and Finance.**

<b>CUNYFirst Course ID</b>			
<b>FROM</b>		<b>TO</b>	
<b>Departments</b>	Bert Wasserman Department of Economics and Finance	<b>Departments</b>	Bert Wasserman Department of Economics and Finance
<b>Course</b>	FIN 9882 Futures and Forwards	<b>Course</b>	FIN 9882 Futures and Forwards
<b>Pre or corequisite</b>	FIN 9773 or FIN 9783. Course credit will be granted for either FIN 9882 or FIN 9782, not both	<b>Prerequisite</b>	FIN 9773 or FIN 9783. Course credit will be granted for either FIN 9882 or FIN 9782, not both
<b>Hours</b>	1.5	<b>Hours</b>	1.5
<b>Credits</b>	1.5	<b>Credits</b>	1.5
<b>Description</b>	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	<b>Description</b>	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

	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.		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.
<b>Requirement Designation</b>		<b>Requirement Designation</b>	
<b>Liberal Arts</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<b>Liberal Arts</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<b>Course Attribute (e.g. Writing Intensive, Honors, etc.)</b>		<b>Course Attribute (e.g. Writing Intensive, Honors, etc.)</b>	
<b>Course Applicability</b>	<input type="checkbox"/> Major <input type="checkbox"/> Gen Ed Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Gen Ed Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World <input type="checkbox"/> Gen Ed – College Option College Option Detail	<b>Course Applicability</b>	<input type="checkbox"/> Major <input type="checkbox"/> Gen Ed Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Gen Ed Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World
<b>Effective Term</b>	Spring 2018		

**Rationale:** This is an elective course for MBA, MS in Finance, and MS in Financial Risk Management. Course prerequisites are being updated to accommodate MBA, MSF, and Executive MSF curricula. This change will align the prerequisite requirements with other 1.5 credit Finance electives, which all require, depending on the content, either an intermediate level

Corporate Finance or Investments course as a prerequisite.

**AV: 1.4 Change(s) in pre- or corequisite to be offered in the Wasserman Department of Economics and Finance.**

<b>CUNYFirst Course ID</b>			
<b>FROM</b>		<b>TO</b>	
<b>Departments</b>	Bert Wasserman Department of Economics and Finance	<b>Departments</b>	Bert Wasserman Department of Economics and Finance
<b>Course</b>	FIN 9883 Options	<b>Course</b>	FIN 9883 Options
<b>Pre or corequisite</b>	FIN 9773 or FIN 9783. Course credit will be granted for either FIN 9882 or FIN 9782, not both	<b>Prerequisite</b>	FIN 9773 or FIN 9783. Course credit will be granted for either FIN 9882 or FIN 9782, not both
<b>Hours</b>	1.5	<b>Hours</b>	1.5
<b>Credits</b>	1.5	<b>Credits</b>	1.5
<b>Description</b>	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.	<b>Description</b>	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.
<b>Requirement Designation</b>		<b>Requirement Designation</b>	
<b>Liberal Arts</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<b>Liberal Arts</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<b>Course Attribute (e.g. Writing Intensive, Honors, etc.)</b>		<b>Course Attribute (e.g. Writing Intensive, Honors, etc.)</b>	

<b>Course Applicability</b>	<input type="checkbox"/> Major	<b>Course Applicability</b>	<input type="checkbox"/> Major
	<input type="checkbox"/> Gen Ed Required		<input type="checkbox"/> Gen Ed Required
	<input type="checkbox"/> English Composition		<input type="checkbox"/> English Composition
	<input type="checkbox"/> Mathematics		<input type="checkbox"/> Mathematics
	<input type="checkbox"/> Science		<input type="checkbox"/> Science
	<input type="checkbox"/> Gen Ed Flexible		<input type="checkbox"/> Gen Ed Flexible
	<input type="checkbox"/> World Cultures		<input type="checkbox"/> World Cultures
	<input type="checkbox"/> US Experience in its Diversity		<input type="checkbox"/> US Experience in its Diversity
	<input type="checkbox"/> Creative Expression		<input type="checkbox"/> Creative Expression
	<input type="checkbox"/> Individual and Society		<input type="checkbox"/> Individual and Society
	<input type="checkbox"/> Scientific World		<input type="checkbox"/> Scientific World
	<input type="checkbox"/> Gen Ed – College Option		
	College Option Detail		
<b>Effective Term</b>	Spring 2018		

**Rationale:** This is an elective course for MBA, MS in Finance, and MS in Financial Risk Management. Course prerequisites are being updated to accommodate MBA, MSF, and Executive MSF curricula. This change will align the prerequisite requirements with other 1.5 credit Finance electives, which all require, depending on the content, either an intermediate level Corporate Finance or Investments course as a prerequisite.

#### **AVII: International Program Agreements**

##### **AVII: 1.1 International Student Exchange Agreement with Waseda University**

RESOLVED: That the Board of Trustees of The City University of New York authorize the President of Baruch College to execute an international student exchange agreement on behalf of Baruch College with Waseda University, located in Tokyo, Japan. Neither party to this agreement is obligated to pay any monetary consideration to the other. The agreement is for a five-year period beginning on August 1, 2017 and shall include one two-year option for the College to renew in its best interest. The agreement shall be subject to approval as to form by the University Office of General Counsel.

#### **EXPLANATION:**

This agreement will enable students enrolled in the College's Baruch College-Waseda University Exchange Program to study at Waseda University and Waseda University students to study at

Baruch College. The equivalent of ten (10) exchange students per institution per academic year are expected to participate.

### **AVII: 1.2 International Student Exchange Agreement with the Zurich University of Applied Sciences School of Management and Law**

RESOLVED: That the Board of Trustees of The City University of New York authorize the President of Baruch College to execute an international student exchange agreement on behalf of Baruch College with Zurich University of Applied Sciences School of Management and Law, located in Zurich/Winterthur, Switzerland. Neither party to this agreement is obligated to pay any monetary consideration to the other. The agreement is for a three-year period beginning on August 1, 2017 and shall include two two-year options for the College to renew in its best interest. The agreement shall be subject to approval as to form by the University Office of General Counsel.

#### **EXPLANATION:**

This agreement will enable students enrolled in the College's Baruch College-Zurich University of Applied Sciences School of Management and Law Exchange Program to study at Zurich University of Applied Sciences and for Zurich University of Applied Sciences students to study at Baruch College. The equivalent of four (4) exchange students per institution per academic year are expected to participate.

### **AVII: 1.3 International Student Exchange Agreement with Berlin School of Economics and Law**

RESOLVED: That the Board of Trustees of The City University of New York authorize the President of Baruch College to execute an international student exchange agreement on behalf of Baruch College with the Berlin School of Economics and Law, located in Berlin, Germany. Neither party to this agreement is obligated to pay any monetary consideration to the other. The agreement is for a three-year period beginning in August 2017 and shall include up to two two-year options for the College to renew in its best interest. The agreement shall be subject to approval as to form by the University Office of General Counsel.

#### **EXPLANATION:**

This agreement will enable students enrolled in the College's Baruch College-Berlin School of Economics and Law Exchange Program to study at the Berlin School of Economics and Law and for Berlin School of Economics and Law students to study at Baruch College. The equivalent of ten (10) full-time semester-student equivalents per institution per academic year are expected to participate. Baruch College students may participate in summer courses or a full semester at HWR Berlin, and summer enrollments will be calculated as equivalent to a full semester on a 3:1 or 4:1 basis, depending on program length.

## **PART A: Academic Matters**

### **AllI: Change in Degree Programs**

#### **AllI.1.1 The following revisions are proposed for the BA in Communication Studies**

**The following recommendations of the Committee on Undergraduate Curriculum were approved at the Mildred and George Weissman School of Arts and Sciences Faculty Meetings on February 23, 2017 and May 9, 2017 effective the Spring 2018 semester, pending approval of the Board of Trustees.**

**Program:** BA in Communication Studies

**Program Code:** 36820

**HEGIS Code:** 0699.00

**Effective Term:** Spring 2018

<b>From : Major in Communication Studies</b>			<b>To : Major in Communication Studies</b>					
<p>Communication Studies (CS) is both a scholarly and professional academic field that focuses on processes of communication ranging from the spoken word to global media in interpersonal, organizational, cultural, political, and international contexts.</p> <p>The major is an ideal springboard for a variety of graduate degrees and - due to the spread of globalization and digital communication - the basis for an increasing number of new careers.</p> <p>Interested students should contact the Department of Communication Studies at 646-312-3720 or visit the <a href="#">department's website</a>.</p> <p>Communication Studies Major with Specializations in</p> <ul style="list-style-type: none"> <li>* Interpersonal and Group Communication</li> <li>* Intercultural and International Communication</li> <li>* Rhetoric and Public Advocacy</li> <li>* Digital Communication and Culture</li> </ul>			<p>Communication Studies (CS) is both a scholarly and professional academic field that focuses on processes of communication ranging from the spoken word to global media in interpersonal, organizational, cultural, political, and international contexts.</p> <p>The major is an ideal springboard for a variety of graduate degrees and - due to the spread of globalization and digital communication - the basis for an increasing number of new careers.</p> <p>Interested students should contact the Department of Communication Studies at 646-312-3720 or visit the <a href="#">department's website</a>.</p> <p>Communication Studies Major with Specializations in</p> <ul style="list-style-type: none"> <li>* Interpersonal and Group Communication</li> <li>* Intercultural and International Communication</li> <li>* Rhetoric and Public Advocacy</li> <li>* Digital Communication and Culture</li> </ul>					
			<b>Program Prerequisite</b>					
<b>Course</b>	<b>Description</b>	<b>Credits</b>	<b>Course</b>	<b>Description</b>	<b>Credits</b>			

			PHI 1100	Ethics and Critical Thinking	3	
<b>Required Course</b>			<b>Required Course</b>			
COM 2000	Introduction to Communication Studies	3	COM 2000	Introduction to Communication Studies	3	
<b>Foundation Courses</b> Choose one course each from the three areas that are not your concentration (9 credits)			<b>Foundation Courses</b> Choose one course each from the three areas that are not your concentration (9 credits)			
<b>Interpersonal and Group Communication</b>			<b>Interpersonal and Group Communication</b>			
COM 3077	Interpersonal Communication	3	COM 3077	Interpersonal Communication	3	
COM 3078	Group Communication	3	COM 3078	Group Communication	3	
<b>Intercultural and International Communication</b>			<b>Intercultural and International Communication</b>			
COM 3069	Intercultural Communication	3	COM 3069	Intercultural Communication	3	
COM 3076	International Communication	3	COM 3076	International Communication	3	
<b>Rhetoric and Public Advocacy</b>			<b>Rhetoric and Public Advocacy</b>			
COM 3045	Communication Law and Free Speech (PHI 3045)	3	COM 3045	Communication Law and Free Speech (PHI 3045)	3	
COM 3070	Persuasion	3	COM 3070	Persuasion	3	
<b>Digital Communication and Culture</b>			<b>Digital Communication and Culture</b>			
COM 3057	Introduction to Digital Communication and Culture	3	COM 3057	Introduction to Digital Communication and Culture	3	
COM 3062	Studies in Electronic Media	3	COM 3062	Studies in Electronic Media	3	

<b>Concentrations – Choose one of the following (12 credits)</b>			<b>Concentrations – Choose one of the following (12 credits)</b>			
<b>Interpersonal and Group Communication</b>			<b>Interpersonal and Group Communication</b>			
COM 3077	Interpersonal Communication	3	COM 3077	Interpersonal Communication	3	
Plus three of the following:			Plus three of the following:			
COM 3078	Group Communication	3	COM 3078	Group Communication	3	
COM 3079	Gender, Ethnicity, and Race in Communication	3	COM 3079	Gender, Ethnicity, and Race in Communication	3	
COM 3080	Virtual Teamwork	3	COM 3080	Virtual Teamwork	3	
COM 4101	Selected Topics * (Subject to departmental approval. Please check the departmental website for approved courses in this concentration)	3	<u>COM 3082</u>	<u>Gender Communication</u>	<u>3</u>	
COM 4900	Topics in Communication Studies (Subject to departmental approval. Please check the departmental website for approved courses in this concentration)	3	<u>COM 3090</u>	<u>Nonverbal Communication</u>	<u>3</u>	
COM 4905	Language and Social Interaction	3	COM 4101	Selected Topics * (Subject to departmental approval. Please	3	



				check the departmental website for approved courses in this concentration)		
			COM 4900	Topics in Communication Studies  (Subject to departmental approval. Please check the departmental website for approved courses in this concentration)	3	
			COM 4905	Language and Social Interaction	3	
<b>Intercultural and International Communication</b>			<b>Intercultural and International Communication</b>			
COM 3069	Intercultural Communication	3	COM 3069	Intercultural Communication	3	
Plus three of the following:			Plus three of the following:			
COM 3076	International Communication	3	COM 3076	International Communication	3	
COM 3079	Gender, Ethnicity, and Race in Communication	3	COM 3079	Gender, Ethnicity, and Race in Communication	3	
COM 3080	Virtual Teamwork	3	COM 3080	Virtual Teamwork	3	
COM 3081	Organizations in International Development	3	COM 3081	Organizations in International Development	3	
COM 4015	The Globalization of English (ENG 4015, SOC 4015)	3	<u>COM 3082</u>	<u>Gender Communication</u>	<u>3</u>	
COM 4101	Selected Topics * (Subject to	3	COM 4015	The Globalization of English (ENG 4015, SOC 4015)	3	

	departmental approval. Please check the departmental website for approved courses in this concentration)					
COM 4900	Topics in Communication Studies  (Subject to departmental approval. Please check the departmental website for approved courses in this concentration)		COM 4101	Selected Topics *  (Subject to departmental approval. Please check the departmental website for approved courses in this concentration)	3	
COM 4905	Language and Social Interaction		COM 4900	Topics in Communication Studies  (Subject to departmental approval. Please check the departmental website for approved courses in this concentration)	3	
			COM 4905	Language and Social Interaction	3	
<b>Rhetoric and Public Advocacy</b>			<b>Rhetoric and Public Advocacy</b>			
COM 3045	Communication Law and Free Speech (PHI 3045)		COM 3045	Communication Law and Free Speech (PHI 3045)	3	
Plus three of the following:						
COM 3065	American Public Address		COM 3064	<u>Classical Rhetoric</u>	<u>3</u>	

COM 3070	Persuasion	3	COM 3065	American Public Address	3	
COM 3071	Argumentation and Debate	3	COM 3066	Modern Frontiers of Rhetoric	3	
COM 3074	Elements of Legal Argumentation	3	COM 3070	Persuasion	3	
COM 3111	Markets, Media, and Meaning	3	COM 3071	Argumentation and Debate	3	
COM 4101	Selected Topics * (Subject to departmental approval. Please check the departmental website for approved courses in this concentration)	3	COM 3074	Elements of Legal Argumentation	3	
			COM 3111	Markets, Media, and Meaning	3	
			COM 4101	Selected Topics * (Subject to departmental approval. Please check the departmental website for approved courses in this concentration)	3	
<b>Digital Communication and Culture</b>			<b>Digital Communication and Culture</b>			
COM 3057	Introduction to Digital Communication and Culture	3	COM 3057	Introduction to Digital Communication and Culture	3	
Plus three of the following:			Plus three of the following:			
COM 3058	Ethics of Image Making: Film, Television, and Digital Media	3	COM 3058	Ethics of Image Making: Film, Television, and Digital Media	3	

COM 3060	Media Analysis and Criticism	3	COM 3059	<u>Video Communication and Production</u>	3	
COM 3062	Studies in Electronic Media	3	COM 3060	Media Analysis and Criticism	3	
COM 3067	American Television Programming	3	COM 3062	Studies in Electronic Media	3	
COM 3076	International Communication	3	COM 3067	American Television Programming	3	
COM 3110	Contemporary Issues in Digital Media	3	COM 3076	International Communication	3	
COM 3111	Markets, Media, and Meaning	3	COM 3110	Contemporary Issues in Digital Media	3	
COM 4101	Selected Topics * (Subject to departmental approval. Please check the departmental website for approved courses in this concentration)	3	COM 3111	Markets, Media, and Meaning	3	
			COM 4059	<u>Advanced Video Communication and Production</u>	3	
			COM 4101	Selected Topics * (Subject to departmental approval. Please check the departmental website for approved courses in this concentration)	3	
<b>Communication Studies Electives:</b>			<b>Communication Studies Electives:</b>			
			Choose any two COM courses at the			

Choose any two COM courses at the 3000-level or above			3000-level or above			
Especially recommended:			Especially recommended:			
COM 4906	Communication Research Strategies	3	COM 4906	Communication Research Strategies	3	
COM 5010	Internship in Business and Public Communication	3	COM 5010	Internship in Business and Public Communication	3	
* Students may enroll in COM 4101 more than once if the topic is different.			* Students may enroll in COM 4101 more than once if the topic is different.			
<b>Subtotal: 30 (Required Course, Foundation Courses, Concentration Courses, and Major Electives)</b>			<b>Subtotal: 33 (Program Prerequisite, Required Course, Foundation Courses, Concentration Courses, and Major Electives)</b>			
<b>Total credits required for the BA degree: 120</b>			<b>Total credits required for the BA degree: 120</b>			

Rationale: PHI 1100 Ethics and Critical Thinking is being added as a program prerequisite. The last Middle States Assessment requested additional ethics training and course work. This class has been specifically designed to meet that request.

COM 3059 and COM 4059 are being added to the list of elective courses for the Digital Communication and Culture specialization. These two courses have served as electives in the Department's long-established Corporate Communication major, and address central curricular areas of the digital communication and culture specialization of the recently established major in Communication Studies. This specialization is growing in popularity, and the addition of the two courses as electives will add breadth and flexibility to the growing undergraduate major.

Two new courses (COM 3082 Gender Communication and COM 3090 Nonverbal Communication) are being added to the major. Both topics are standard in many Communication Studies programs, and they were well received when offered as special topics sections at Baruch. COM 3064 Classical Rhetoric and COM 3066 Modern Frontiers of Rhetoric are being reactivated. The study of classical rhetoric is essential to the understanding of modern rhetoric, and as such "classical rhetoric" is an essential class in the new Communication Studies major. COM 3066 familiarizes students with the current state of the field in the context of contemporary cultural, social, political, and economic currents.

**All.1.2 The following revisions are proposed for the BA in Business**

**Communication (Corporate Communication Specialization)****Program:** BA in Business Communication**Program Codes:** 86011 and 60002 (Macaulay Honors)**HEGIS Code:** 0699.00**Effective Term:** Spring 2018

<b>FROM: BA IN BUSINESS COMMUNICATION</b>			<b>TO: BA IN BUSINESS COMMUNICATION</b>		
<b>Business Communication Major with a Specialization in Corporate Communication</b>			<b>Business Communication Major with a Specialization in Corporate Communication</b>		
<p>The business communication major is designed for students who are interested in careers in business writing, corporate communication, or graphic communication. Because the business communication field is essentially interdisciplinary in nature, the program integrates courses from several departments in the Weissman School of Arts and Sciences and the Zicklin School of Business.</p> <p>The corporate communication specialization prepares students for careers as communication specialists in business, industry, government, and nonprofit organizations in such fields as media relations, investor relations, corporate advertising, and employee communication. Interested students should contact the Department of Communication Studies at 646-312-3720.</p> <p>The major also offers specializations in graphic communication (see the Department of Fine and Performing Arts listing) and business writing (see the Department of Journalism and the Writing Professions listing).</p>			<p>The business communication major is designed for students who are interested in careers in business writing, corporate communication, or graphic communication. Because the business communication field is essentially interdisciplinary in nature, the program integrates courses from several departments in the Weissman School of Arts and Sciences and the Zicklin School of Business.</p> <p>The corporate communication specialization prepares students for careers as communication specialists in business, industry, government, and nonprofit organizations in such fields as media relations, investor relations, corporate advertising, and employee communication. Interested students should contact the Department of Communication Studies at 646-312-3720.</p> <p>The major also offers specializations in graphic communication (see the Department of Fine and Performing Arts listing) and business writing (see the Department of Journalism and the Writing Professions listing).</p>		
<b>Course</b>	<b>Description</b>	<b>Crs</b>	<b>Course</b>	<b>Description</b>	<b>Crs</b>
<b>Program Prerequisites (12 credits)</b>			<b>Program Prerequisites (15 credits)</b>		
MKT 3000	Marketing Foundations	3	MKT 3000	Marketing Foundations	3
MGT 3120	Fundamentals of Management	3	MGT 3120	Fundamentals of Management	3

STA 2000	Business Statistics I	3	STA 2000	Business Statistics I	3
or			or		
STA 2100	Statistics for Social Science	3	STA 2100	Statistics for Social Science	3
or			or		
ECO 1001	Micro-Economics (may be applied to the base curriculum)	3	ECO 1001	Micro-Economics (may be applied to the base curriculum)	3
or			or		
ECO 1002	Macro-Economics (may be applied to the base curriculum)	3	ECO 1002	Macro-Economics (may be applied to the base curriculum)	3
or			or		
ECO 1110	Current Problems in Economics (may be applied to the base curriculum for B.A. students)	3	ECO 1110	Current Problems in Economics (may be applied to the base curriculum for B.A. students)	3
CIS 2200	Introduction to Information Systems and Technologies	3	<u>BUS 1000</u>	<u>Introduction to Business</u>	<u>3</u>
			or		
			<u>BUS 1011</u>	<u>Business Fundamentals: The Contemporary Business Landscape</u>	<u>3</u>
			CIS 2200	Introduction to Information Systems and Technologies	3
<b>Major/Specialization: 30 credits</b>			<b>Major/Specialization: 30 credits</b>		
<b>Interdisciplinary Core: 12 credits</b>			<b>Interdisciplinary Core: 12 credits</b>		
<b>Business Communication</b>			<b>Business Communication</b>		
COM 3150	Business Communication	3	COM 3150	Business Communication	3
<b>Marketing/Advertising – Choose one course</b>			<b>Marketing/Advertising – Choose one course</b>		
MKT 3520	Advertising and Marketing Communication	3	MKT 3520	Advertising and Marketing Communication	3

MKT 3600	Marketing Research	3	MKT 3600	Marketing Research	3
MKT 3605	Consumer Behavior	3	MKT 3605	Consumer Behavior	3
<b>Management – Choose one course</b>			<b>Management – Choose one course</b>		
MGT 3300	Management: A Behavioral Approach	3	MGT 3300	Management: A Behavioral Approach	3
MGT 3800	Management and Society	3	MGT 3800	Management and Society	3
<b>Business or Arts and Sciences Elective 3</b>			<b>Ethics</b>		
One business or arts and sciences elective (2000-level or above) to be selected upon consultation with the program advisor and with the advisor's approval.			PHI 1100	Ethics and Critical Thinking	3
<b>Specialization Requirements 18 credits</b>			<b>Specialization Requirements 18 credits</b>		
<b>Required Courses 9 credits</b>			<b>Required Courses 9 credits</b>		
COM 3068	Managerial Communication Within Organizations	3	COM 3068	Managerial Communication Within Organizations	3
COM 3102	Communication for Executives	3	COM 3102	Communication for Executives	3
COM 5010	Internship in Business and Public Communication	3	COM 5010	Internship in Business and Public Communication	3
<b>Electives 9 credits</b>			<b>Electives 9 credits</b>		
COM 3020	Communication and Advocacy in Business and Public Affairs	3	COM 3020	Communication and Advocacy in Business and Public Affairs	3
COM 3045	Communication Law and Free Speech	3	COM 3045	Communication Law and Free Speech	3
COM 3057	Introduction to Digital Communication and Culture	3	COM 3057	Introduction to Digital Communication and Culture	3
COM 3058	The Ethics of Image Making: Film, Television, and Digital Media	3	COM 3058	The Ethics of Image Making: Film, Television, and Digital Media	3
COM 3059	Video Communication and Production	3	COM 3059	Video Communication and Production	3
COM 3060	Media Analysis and Criticism	3	COM 3060	Media Analysis and Criticism	3



COM 3062	Studies in Electronic Media	3	COM 3062	Studies in Electronic Media	3
COM 3065	American Public Address	3	<u>COM 3064</u>	<u>Classical Rhetoric</u>	<u>3</u>
COM 3067	American Television Programming	3	COM 3065	American Public Address	3
COM 3069	Intercultural Communication	3	<u>COM 3066</u>	<u>Modern Frontiers of Rhetoric</u>	<u>3</u>
COM 3070	Persuasion	3	COM 3067	American Television Programming	3
COM 3071	Argumentation and Debate	3	COM 3069	Intercultural Communication	3
COM 3074	Elements of Legal Argumentation	3	COM 3070	Persuasion	3
COM 3075	Interpersonal and Group Communication	3	COM 3071	Argumentation and Debate	3
COM 3076	International Communication	3	COM 3074	Elements of Legal Argumentation	3
COM 3077	Interpersonal Communication	3	COM 3075	Interpersonal and Group Communication	3
COM 3078	Group Communication	3	COM 3076	International Communication	3
COM 3079	Gender, Ethnicity, and Race in Communication	3	COM 3077	Interpersonal Communication	3
COM 3080	Virtual Teamwork	3	COM 3078	Group Communication	3
COM 3081	Organizations in International Development	3	COM 3079	Gender, Ethnicity, and Race in Communication	3
COM 3110	Contemporary Issues in Digital Media	3	COM 3080	Virtual Teamwork	3
COM 3111	Markets, Media, and Meaning	3	COM 3081	Organizations in International Development	3
COM 3800	Principles of Public Relations	3	<u>COM 3082</u>	<u>Gender Communication</u>	<u>3</u>
COM 4000	Corporate Communication	3	<u>COM 3090</u>	<u>Nonverbal Communication</u>	<u>3</u>
COM 4005	Public Relations Writing	3	COM 3110	Contemporary Issues in Digital Media	3
COM 4010	Public Relations Campaigns	3	COM 3111	Markets, Media, and Meaning	3
COM 4059	Advanced Video Communication and Production	3	COM 3800	Principles of Public Relations	3

COM 4101	Selected Topics	3	COM 4000	Corporate Communication	3
COM 4900	Topics in Communication Studies	3	COM 4005	Public Relations Writing	3
COM 4905	Language and Social Interaction	3	COM 4010	Public Relations Campaigns	3
COM 4906	Communication Research Strategies	3	COM 4059	Advanced Video Communication and Production	3
			COM 4101	Selected Topics	3
			COM 4900	Topics in Communication Studies	3
			COM 4905	Language and Social Interaction	3
			COM 4906	Communication Research Strategies	3
<b>Subtotal: 42 (Program Prerequisites, Interdisciplinary Core, Required Courses, and Major Electives)</b>			<b>Subtotal: 45 (Program Prerequisites, Interdisciplinary Core, Required Courses, and Major Electives)</b>		
<b>Total credits required for the BA degree: 120</b>			<b>Total credits required for the BA degree: 120</b>		

Rationale: The department is replacing the Business or Liberal Arts (BLA) elective with a specific course, PHI 1100 Ethics and Critical Thinking. The last Middle States Assessment requested additional ethics training and course work. This class has been specifically designed to meet that request.

Two new courses (COM 3082 and COM 3090), and two reactivated courses (COM 3064 and COM 3066) are being added to the electives list. The content of COM 3082 and COM 3090 have been offered as special topics sections, and were well received. COM 3064 and COM 3066 will add rhetoric courses to the electives list. The major description is also being updated to make the implied CIS 2200 course prerequisites (BUS 1000 or BUS 1011) explicit.

### **All: 1.3 The following revisions are proposed for the BA in Actuarial Science**

**Program:** BA in Actuarial Science

**Program Codes:** 82292 and 60001 (Macaulay Honors)

**HEGIS Code:** 1799.00

**Effective:** Fall 2017

<b>FROM</b>	<b>TO</b>
-------------	-----------

<b>Prerequisites</b>			<b><u>Math Program Prerequisites</u></b>		
			Based on placement, follow one of the following preliminary calculus options below:		
<b>Course</b>	<b>Description</b>	<b>Crs</b>	<b>Course</b>	<b>Description</b>	<b>Crs</b>
			<b><u>Option 1</u></b>		
MTH 2610	Calculus I	4	MTH 2610	Calculus I	4
MTH 3010	Calculus II	4	MTH 3010	Calculus II	4
Or			or		
			<b><u>Option 2</u></b>		
MTH 2205	Applied Calculus II	3	MTH 2205	Applied Calculus II	3
MTH 3006	Integral Calculus	4	MTH 3006	Integral Calculus	4
and			or		
ECO 1001	Micro-Economics	3	<b><u>Option 3</u></b>		
ECO 1002	Macro-Economics	3	MTH 2207	Applied Calculus and Matrix Algebra	4
			MTH 3006	Integral Calculus	4
<b>Required Courses</b>			or		
MTH 3020	Intermediate Calculus	4	<b><u>Option 4</u></b>		
or			MTH 3006	Integral Calculus	4
MTH 3030	Analytic Geometry and Calculus II	5	or		
or			MTH 3010	Calculus II	4
MTH 3050	Multi-Variable and Vector Calculus	4	or		
			<b><u>Option 5 *</u></b>		
and			MTH 3006	Integral Calculus	4
MTH 3300	Algorithms, Computers, and Programming I	3	and		
MTH 4120	Introduction to Probability *	4	MTH 3007	Infinite Series	1
MTH 4410	Theory of Interest	4			
MTH 4500	Introductory Financial Mathematics	4	And complete one of the following courses:		
FIN 3000	Principles of Finance	3	MTH 3020	Intermediate Calculus	4
FIN 3610	Corporate Finance	3	Or		
			MTH 3030	Analytic Geometry and Calculus II	5
* Students who have completed MTH 3120 must register for MTH 4119 as an			Or		

independent study (please consult the Department of Mathematics).					
			<u>MTH 3050</u>	<u>Multi-Variable and Vector Calculus</u>	<u>4</u>
Electives - In addition, one course must be chosen from the following list of electives:					
MTH 4115	Numerical Methods for Differential Equations in Finance	4	<b><u>Business Program Prerequisites</u></b>		
MTH 4125	Introduction to Stochastic Processes	4	<u>ACC 2101</u>	<u>Principles of Accounting</u>	<u>3</u>
MTH 4130	Mathematics of Statistics	4			
MTH 4135	Methods of Monte Carlo Simulation	3	<u>BUS 1000</u>	<u>Introduction to Business</u> **	<u>3</u>
MTH 4420	Actuarial Mathematics	4	or		
MTH 4421	Actuarial Mathematics II	4	<u>BUS 1011</u>	<u>Business Fundamentals: The Contemporary Business Landscape</u> **	<u>3</u>
MTH 4451	Risk Theory	4	<u>CIS 2200</u>	<u>Introduction to Information Systems and Technologies</u> **	<u>3</u>
MTH 5500	Stochastic Calculus for Finance	4	<u>ECO 1001</u>	<u>Micro-Economics</u>	<u>3</u>
			<u>ECO 1002</u>	<u>Macro-Economics</u>	<u>3</u>
			<u>STA 2000</u>	<u>Business Statistics I</u> **	<u>3</u>
The following courses are recommended, but not required. They are not applicable toward the major.			<b>NOTES:</b>  * <u>Students who completed Option 5 (both MTH 3006 and MTH 3007) may register for MTH 3020 or MTH 3050.</u>  ** <u>Students who have completed MTH 4120 Introduction to Probability, may be waived from BUS 1000/BUS 1011, CIS 2200, and STA 2000. Please consult the Weissman Office of the Associate Dean to request registration permission.</u>		
			<b>Required Courses</b>		
ECO 3100	Intermediate Micro-Economics	3	MTH 3300	Algorithms, Computers, and Programming I	3
ECO 3200	Intermediate Macro-Economics	3	MTH 4120	Introduction to Probability ***	4

			MTH 4410	Theory of Interest	4
			MTH 4500	Introductory Financial Mathematics	4
			FIN 3000	Principles of Finance	3
			FIN 3610	Corporate Finance	3
			*** Students who have completed MTH 3120 cannot enroll in MTH 4120. They must satisfy the probability requirement by registering for MTH 4119 as an independent study (please consult the Department of Mathematics).		
			<b>Electives</b> - In addition, one course must be chosen from the following list of electives:		
			MTH 4115	Numerical Methods for Differential Equations in Finance	4
			MTH 4125	Introduction to Stochastic Processes	4
			MTH 4130	Mathematics of Statistics	4
			MTH 4135	Methods of Monte Carlo Simulation	3
			MTH 4420	Actuarial Mathematics	4
			MTH 4421	Actuarial Mathematics II	4
			MTH 4451	Risk Theory	4
			MTH 5500	Stochastic Calculus for Finance	4
			The following courses are recommended, but not required. They are not applicable toward the major.		
			ECO 3100	Intermediate Micro-Economics	3
			ECO 3200	Intermediate Macro-Economics	3
<b>Subtotal: 42-44 (Program Prerequisites, Required Courses, and Major Elective)</b>			<b>Subtotal: 42-56 (Mathematics Program Prerequisites, Business Program Prerequisites, Required Courses, and Major Elective)</b>		
<b>Total credits required for the BA degree: 120</b>			<b>Total credits required for the BA degree: 120</b>		

Rationale: The major description is being updated to include the implied FIN 3000 course

prerequisites (ACC 2101, BUS 1000 or 1011, and CIS 2200), to account for recently created courses (MTH 3007, MTH 3050, etc.), and to move the intermediate calculus courses from the required section to the program prerequisite section. These clarifications are effective fall 2017.

### All: 1.4 The following revisions are proposed for the BS in Financial Mathematics

**Program:** BS in Financial Mathematics

**Program Code:** 37399

**HEGIS Code:** 1703.00

**Effective:** Fall 2017

FROM			TO		
<p><b>Program Prerequisites:</b></p> <p>As a preliminary requirement, students must complete two semesters of calculus, which may be achieved by any one of the following three methods</p>			<p><b><u>NOTE: Depending on a student's starting mathematics proficiency, this program may require more than 120 credits to complete.</u></b></p> <p><b><u>Mathematics Program Prerequisites</u></b></p> <p>As a preliminary requirement, students must complete <u>the calculus requirement</u>, which may be achieved by any one of the following <u>six</u> methods</p>		
Course	Description	Crs	Course	Description	Crs
<b>Option 1</b>			<b><u>Option 1</u></b>		
MTH 2610	Calculus I *	4		<u>Calculus AP Exam (BC) with a score of 4 or 5 (transfers to Baruch as MTH 2610 and MTH 3010)</u>	<u>8</u>
MTH 3010	Calculus II *	4	<u>MTH 3050</u>	<u>Multi-Variable and Vector Calculus *</u>	<u>4</u>
* A combined GPA of 3.5 or higher in Calculus I and Calculus II is required.					
or			or		
<b>Option 2</b>			<b><u>Option 2</u></b>		
	Calculus AP exam (BC) with a score of 4 or 5	8		<u>Calculus AP Exam (AB) with a score of 4 or 5 (transfers to Baruch as MTH 2610 Calculus I)</u>	<u>4</u>
or			<u>MTH 3010</u>	<u>Calculus II</u>	<u>4</u>

<b>Option 3</b>			<u>MTH 3050</u>	<u>Multi-Variable and Vector Calculus *</u>	<u>4</u>
	Calculus AP exam (AB) with a score of 4 or 5	4			
MTH 3010	Calculus II (with a grade of B+ or higher)	4	or		
			<b>Option 3</b>		
<b>Preliminary Courses</b>			<u>MTH 2610</u>	<u>Calculus I</u>	<u>4</u>
MTH 3050	Multi-Variable and Vector Calculus	4	<u>MTH 3010</u>	<u>Calculus II</u>	<u>4</u>
MTH 3300	Algorithms, Computers, and Programming I	3	<u>MTH 3050</u>	<u>Multi-Variable and Vector Calculus *</u>	<u>4</u>
MTH 4000	Bridge to Higher Mathematics	4			
			or		
To gain official admission to the program, students must complete MTH 3050 and MTH 4000 with a minimum grade of B in each course.			<b>Option 4</b>		
			<u>MTH 2205/MTH 2206</u>	<u>Applied Calculus</u>	<u>3</u>
<b>Required Economics and Finance Courses</b>			or		
ECO 1001	Micro-Economics	3	<u>MTH 2207</u>	<u>Applied Calculus and Matrix Applications</u>	<u>4</u>
ECO 1002	Macro-Economics	3	And the following three courses:		
FIN 3000	Principles of Finance	3	<u>MTH 3006</u>	<u>Integral Calculus</u>	<u>4</u>
FIN 3610	Corporate Finance	3	<u>MTH 3030</u>	<u>Analytic Geometry and Calculus II</u>	<u>5</u>
			<u>MTH 3035</u>	<u>Vector Calculus *</u>	<u>1</u>
<b>Upper-Level Mathematics Courses</b>					
MTH 4100	Linear Algebra	3	Or		
MTH 4115	Numerical Methods for Differential Equations	4	<b>Option 5</b>		
MTH 4120	Introduction to Probability *	4	<u>MTH 2205/MTH 2206</u>	<u>Applied Calculus</u>	<u>3</u>
MTH 4125	Introduction to Stochastic Processes	4	or		
MTH 4130	Mathematics of Statistics	4	<u>MTH 2207</u>	<u>Applied Calculus and Matrix Applications</u>	<u>4</u>

MTH 4300	Algorithms, Computers, and Programming II	3	<u>And the following three courses:</u>		
MTH 4500	Introductory Financial Mathematics	4	<u>MTH 3006</u>	<u>Integral Calculus</u>	<u>4</u>
MTH 4600	Data Analysis and Simulation for Financial Engineers	4	<u>MTH 3007</u>	<u>Infinite Series</u>	<u>1</u>
MTH 5500	Stochastic Calculus for Finance	3	<u>MTH 3050</u>	<u>Multi-Variable and Vector Calculus *</u>	<u>4</u>
			<u>or</u>		
			<b><u>Option 6</u></b>		
			<u>MTH 2630</u>	<u>Analytic Geometry and Calculus I</u>	<u>5</u>
			<u>MTH 3030</u>	<u>Analytic Geometry and Calculus II</u>	<u>5</u>
			<u>MTH 3035</u>	<u>Vector Calculus *</u>	<u>1</u>
			<u>Each option also requires</u>		
			<u>MTH 4000 *</u>	<u>Bridge to Higher Mathematics</u>	<u>4</u>
			<b><u>* NOTES:</u></b>		
			<u>(1) At least an overall B+ average is required for the calculus courses preceding MTH 3020, MTH 3030 or MTH 3050 in each of the above options.</u>		
			<u>(2) MTH 3050 may be replaced with MTH 3020 and MTH 3035 in any of the above options.</u>		
			<u>(3) At least a B or better is required in MTH 3050, or MTH 3020 and MTH 3035, or MTH 3030 and MTH 3035 as appropriate.</u>		
			<u>(4) To gain official admission to the program students must complete MTH 4000 with a minimum grade of B.</u>		
			<b><u>Business Program Prerequisites</u></b>		
			<u>ACC 2101</u>	<u>Principles of Accounting</u>	<u>3</u>
			<u>ECO 1001</u>	<u>Micro-Economics</u>	<u>3</u>



			ECO 1002	Macro-Economics	3
			BSFM students are waived from the following FIN 3000 course prerequisites: BUS 1000/1011; CIS 2200; and STA 2000. Please consult the Weissman Office of the Associate Dean to request registration permission.		
			<b>Required Finance Courses:</b>		
			FIN 3000	Principles of Finance	3
			FIN 3610	Corporate Finance	3
			<b>Required Upper-Level Mathematics Courses</b>		
			MTH 3300	Algorithms, Computers, and Programming I	3
			MTH 4100	Linear Algebra	3
			MTH 4115	Numerical Methods for Differential Equations	4
			MTH 4120	Introduction to Probability *	4
			MTH 4125	Introduction to Stochastic Processes	4
			MTH 4130	Mathematics of Statistics	4
			MTH 4300	Algorithms, Computers, and Programming II	3
			MTH 4500	Introductory Financial Mathematics	4
			MTH 4600	Data Analysis and Simulation for Financial Engineers	4
			MTH 5500	Stochastic Calculus for Finance	3
			Students who have completed MTH 3120 cannot enroll in MTH 4120. They must satisfy the probability requirement by registering for MTH 4119 as an independent study (please consult the Department of Mathematics).		
<b>Subtotal: 64 (Program Prerequisites, Preliminary Courses, Required</b>			<b>Subtotal: 66-68 (Mathematics Program Prerequisites, Business Program</b>		

**Economics and Finance Courses, and Upper-Level Mathematics Courses)**

**Total credits required for the BA degree:**  
**120**

**Prerequisites, Required Finance Courses, and Required Upper-Level Major Courses)**

**Total credits required for the BA degree:**  
**120**

Rationale: The major as it originally appeared in the College Bulletin contained courses that had implied FIN 3000 course prerequisites. The description is being updated to correct this, to clearly delineate program prerequisites from required courses in the major, and to include all possible alternatives for satisfying the program's calculus prerequisites. These clarifications are effective Fall 2017.

**All: 1.5 The following revisions are proposed for the Interdisciplinary Minor in Environmental Sustainability**

<b>From: Interdisciplinary Minor in Environmental Sustainability</b>			<b>To: Interdisciplinary Minor in Environmental Sustainability</b>		
<p>The Department of Natural Sciences, the Weissman School of Arts and Sciences, and the Zicklin School of Business offer a joint interdisciplinary program in environmental sustainability. The environmental sustainability minor is an interdisciplinary program suitable for both business and liberal arts students who have an interest in developing a critical understanding of interactions between human society and the broader global ecosystem. The program emphasizes economic, legal, and philosophical issues of environmental sustainability.</p>			<p>The Department of Natural Sciences, the Weissman School of Arts and Sciences, and the Zicklin School of Business offer a joint interdisciplinary program in environmental sustainability. <u>This</u> minor is suitable for both business and liberal arts students who have an interest in developing a critical understanding of interactions between human society and the broader global ecosystem. The program emphasizes economic, legal, and philosophical issues of environmental sustainability.</p>		
<p>To complete the minor in environmental sustainability (11--12 credits) students must take one course at the 3000-level or above in environmental studies (ENV) offered by the Department of Natural Sciences, any other course from the electives listed below, and a required capstone course (ENV 4005 or 4900).</p>			<p>The prerequisite to this minor is completion of: <u>1) ENV 1020 or ENV 1003L and ENV 1004 or</u> <u>2) BIO 1003 or BIO 1015L and BIO 1016 or</u> <u>3)BIO 3001.</u></p> <p>To complete the minor in environmental sustainability (11-12 credits) students must take one course at the 3000-level or above in environmental studies (ENV) offered by the Department of Natural Sciences, any other course from the electives listed below, and a required capstone course (ENV 4005 or 4900).</p>		
<b>Course</b>	<b>Description</b>	<b>Crs</b>	<b>Course</b>	<b>Description</b>	<b>Crs</b>
<b>Program Prerequisite:</b>			<b>Program Prerequisite:</b>		
ENV 1020	Principles of Ecology	4	ENV 1020	Principles of Ecology	4
			<u>Or</u>		

<b>Required Capstone Course:</b>			<u>ENV 1003L</u>	<u>Fundamentals of Ecology</u>	<u>3</u>
ENV 4005	Ecosystem Sustainability	4	<u>ENV 1004</u>	<u>Fundamentals of Ecological Research</u>	<u>3</u>
	or				
ENV 4900	Topics in Environmental Science	4	<u>or</u>		
<b>Electives:</b>			<u>BIO 1003</u>	<u>Survey of the Living World</u>	<u>4</u>
BIO/ENV 3009	Conservation Biology and Sustainable Development	4.5			
BIO 3020	Biology of Invertebrates	4	<u>or</u>		
BIO 3040	Plants in Action	4			
BIO/ENV 3050	Freshwater Ecology	4	<u>BIO 1015L</u>	<u>Fundamentals of Biology - Genetics, Evolution, and Ecology</u>	<u>3</u>
ENV 3001	Introduction to Environmental Science	4	<u>BIO 1016</u>	<u>Fundamentals of Biology - Laboratory Research in Genetics, Evolution, and Ecology</u>	<u>3</u>
ENV 3002	Energy Conservation	4			
ENV 3003	Human Conservation	4	<u>or</u>		
ENV 3005	Economic and Legal Aspects of Ecology	4			
ENV 3008	Air and Water Pollution	4	<u>BIO 3001</u>	<u>Principles of Biology II</u>	<u>4.5</u>
ENV 3015L/3015	Tropical Reef Ecology (Lecture and Lab)	4			
ECO 3511	Contemporary Economic Development	3	<b>Required Capstone Course:</b>		
GEOG 3009	Introduction to Human Geography	3	ENV 4005	Ecosystem Sustainability	4
GEOG 3036	World Regional Geography	3		or	
JRN 3800	Environmental Reporting	3	ENV 4900	Topics in Environmental Science	4
LAW 3122	Law and the Environment*	3			
LAW 3400	Law, Business and Sustainability*	3	<b>Electives:</b>		
PAF 3442	The Environment, Political Choices, and	3	BIO/ENV 3009	Conservation Biology and Sustainable Development	4.5

	Public Policy				
PHI 3200	Environmental Ethics	3	BIO 3020	Biology of Invertebrates	4
POL 3317	The Politics of Energy and the Environment	3	BIO 3040	Plants in Action	4
			BIO/ENV 3050	Freshwater Ecology	4
			ENV 3001	Introduction to Environmental Science	4
			ENV 3002	Energy Conservation	4
			ENV 3003	Human Conservation	4
			ENV 3005	Economic and Legal Aspects of Ecology	4
			ENV 3008	Air and Water Pollution	4
			ENV 3015L/3015	Tropical Reef Ecology (Lecture and Lab)	4
			ECO 3511	Contemporary Economic Development	3
			GEOG 3009	Introduction to Human Geography	3
			GEOG 3036	World Regional Geography	3
			JRN 3800	Environmental Reporting	3
			LAW 3122	Law and the Environment*	3
			LAW 3400	Law, Business and Sustainability*	3
			PAF 3442	The Environment, Political Choices, and Public Policy	3
			PHI 3200	Environmental Ethics	3
			POL 3317	The Politics of Energy and the Environment	3
			<u>PSY 3185</u>	<u>Environmental Psychology</u>	<u>3</u>

Rationale: The program prerequisite of ENV 1020 Principles of Ecology fulfilled the Tier II Natural Science requirement but is currently being phased out due to the CUNY Pathways curriculum at Baruch College. ENV 1020 was adapted to

become two separate CUNY Pathways courses: 1) ENV 1003L Fundamentals of Ecology (satisfies "Scientific World" requirement) and 2) ENV 1004 Fundamentals of Ecological Research (satisfies "Life and Physical Science" requirement). These two courses should replace the program prerequisite of ENV 1020 for CUNY Pathways students.

Option for BIO prerequisite: There are several courses offered in Biology that provide the background in ecology and laboratory training that we deem appropriate for students minoring in Environmental Sustainability. These courses are: BIO 1003 Survey of the Living World (Tier II course), BIO 1015L Fundamentals of Biology – Genetics, Evolution, and Ecology (Pathways - Scientific World), BIO 1016 Fundamentals of Biology – Laboratory Research in Genetics, Evolution, and Ecology, and BIO 3001 Principles of Biology II. The addition of these courses as a prerequisite will allow for more students to participate in the minor while also meeting the learning goals of the program. The department proposes to include BIO 3001 as an option for the program prerequisite to allow for students majoring in Biological Sciences to participate in the minor. These students would be excluded since they fulfill Pathways or Tier II requirements through completion of major requirement courses. In addition, BIO 3001 provides the background in ecology and laboratory training appropriate for students minoring in Environmental Sustainability.

PSY 3185 is being added to the electives list, because the course will enrich the interdisciplinary minor, and it meets the learning goals of the program.

**All: 1.6 New Minor in New York Studies to be offered by the Department of Sociology and Anthropology**

<b>From :</b>	<b>To : Minor in New York Studies</b>
No such minor is currently offered.	<p>The New York City Studies Minor provides students the opportunity to learn about the impact of global trends on New York City, specifically, in addition to urban environments more generally. Students will analyze the intersections and contests between global institutions, elites, and local communities. Courses in this program will allow students to understand the rapidly changing economic, political, social, environmental, and religious landscapes of the world today.</p> <p>This minor is not open to students in the Macaulay Honors Program, and it satisfies the College Option requirement.</p> <p><b>Required Capstone Course:</b></p> <p>SOC/ANT 4400 New York: The Global City</p> <p><b>Elective courses (choose two):</b></p> <p>SOC/ANT 3035 New York: The Immigrant Experience</p> <p>SOC/ANT 3085 Special Topics in Sociology and Anthropology *</p> <p>SOC/ANT/BLS/LTS 3125 Race and Ethnic Relations</p> <p>ANT 3153 Urban Anthropology</p> <p>SOC 3155 Urban Sociology</p>

	<p>SOC/AAS 4010 Chinese Immigration in Global Perspective</p> <p>SOC/ANT/REL 4050 Religious Worlds of New York</p> <p>* Students may use this course if the topic is relevant to the minor. Please consult the Director of the New York Studies Program for permission.</p>
Rationale	
<p>The department sees this New York City initiative as a significant contributor to the College's strategic plan goal of making Weissman School of Arts and Sciences a destination school. Our research shows there is nothing similar at any CUNY College. The Center for Urban Studies at the CUNY Graduate Center does not offer significant research or curricular options to undergraduates and its focus is more broadly urban rather than New York City. None of New York City's major research universities host centers for the study of "contemporary" New York City. There is a Gotham Center at the CUNY Graduate Center, but it focuses on the history of NYC. While Baruch currently offers an innovative minor in New York City studies to all Macaulay Honors students, the same opportunity is not available to the general Baruch student population. The Department of Sociology and Anthropology has consistently run courses with an urban and New York focus, incorporating undergraduate fieldwork research components with success. The new curriculum would build upon the department's current successful NYC oriented courses and embed NYC modules into regular topic courses on race, gender and health.</p> <p>This liberal arts minor satisfies the College Option requirement.</p>	
Effect Outside Department: None	
Date of Department Approval: February 22, 2017	
Date of Weissman School of Arts and Sciences Faculty Approval: May 9, 2017	
Effective Term: Spring 2018	

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 9, 2017 effective the Spring 2018 semester, pending approval of the Board of Trustees.

**All: 1.7 The following revisions are proposed for the MS in Financial Engineering**

**Program:** MS in Financial Engineering

**Program Codes:** 24276

**HEGIS Code:** 1703.00

**Effective Term:** Spring 2017

<b>From : MS in Financial Engineering</b>	<b>To : MS in Financial Engineering</b>
The Baruch College Financial Engineering MS Program is a professional Masters Program which graduates competitive, high-quality individuals who successfully pursue careers in	The Baruch College Financial Engineering MS Program is a professional Masters Program which graduates competitive, high-quality individuals who successfully

quantitative finance.

The Master of Science in Financial Engineering (MFE) requires the completion of 36 credits, including five 3-credit required courses, and a 1.5 credit internship course. The remaining 19.5 credits are to be completed from elective courses. Students entering the program with exceptional mathematical or financial skills may be permitted to replace one or more of the required courses with additional electives.

The curriculum of the MFE Program is designed to provide students with the background required for modeling and solving problems that arise in the financial services industry across various markets and asset classes. All courses are offered in the evening to accommodate students with work commitments.

pursue careers in quantitative finance.

The Master of Science in Financial Engineering (MFE) requires the completion of 36 credits, including five 3-credit required courses, and a 1.5 credit internship course. The remaining 19.5 credits are to be completed from elective courses. Students entering the program with exceptional mathematical or financial skills may be permitted to replace one or more of the required courses with additional electives.

The curriculum of the MFE Program is designed to provide students with the background required for modeling and solving problems that arise in the financial services industry across various markets and asset classes. All courses are offered in the evening to accommodate students with work commitments.

#### **Courses in Specialization (36 credits)**

##### **Required Courses (16.5 credits)**

MTH 9814	A Quantitative Introduction to Pricing Financial Instruments	3 credits
MTH 9815	Object Oriented Programming for Financial Applications	3 credits
MTH 9821	Numerical Methods for Finance I	3 credits
MTH 9831	Probability and Stochastic Processes for Finance I	3 credits
MTH 9902	Internship Course	1.5 credits
MTH 9903	Capstone Project and Presentation	3 credits

##### **Elective Courses (19.5 credits)**

Choose from the following courses:

MTH 9816	Fundamentals of Trading	1.5 credits
----------	-------------------------	-------------

#### **Courses in Specialization (36 credits)**

##### **Required Courses (16.5 credits)**

MTH 9814	<u>Financial Markets and Securities</u>	3 credits
MTH 9815	Object Oriented Programming for Financial Applications	3 credits
MTH 9821	Numerical Methods for Finance I	3 credits
MTH 9831	Probability and Stochastic Processes for Finance I	3 credits
MTH 9902	Internship Course	1.5 credits
MTH 9903	Capstone Project and Presentation	3 credits

##### **Elective Courses (19.5 credits)**

Choose from the following courses:

MTH 9760	<u>Big Data Technologies</u>	<u>3 credits</u>
----------	------------------------------	------------------

MTH 9841	Statistics for Finance	3 credits	MTH 9796	Statistical Natural Language Processing	1.5 credits
MTH 9842	Linear and Quadratic Optimization Techniques	1.5 credits	MTH 9797	Advanced Data Analysis	1.5 credits
MTH 9845	Market and Credit Risk Management	3 credits	MTH 9816	Fundamentals of Trading	1.5 credits
MTH 9848	Elements of Structured Finance	3 credits	MTH 9841	Statistics for Finance	3 credits
MTH 9852	Numerical Methods for Finance II	3 credits	MTH 9842	Linear and Quadratic Optimization Techniques	1.5 credits
MTH 9855	Asset Allocation and Portfolio Management	3 credits	MTH 9845	Market and Credit Risk Management	3 credits
MTH 9862	Probability and Stochastic Processes for Finance II	3 credits	MTH 9848	Elements of Structured Finance	3 credits
MTH 9863	Volatility Filtering and Estimation	1.5 credits	MTH 9852	Numerical Methods for Finance II	3 credits
MTH 9864	Model Review for Quantitative Models in Finance	1.5 credits	MTH 9855	Asset Allocation and Portfolio Management	3 credits
MTH 9865	Commodities and Futures Trading	1.5 credits	MTH 9862	Probability and Stochastic Processes for Finance II	3 credits
MTH 9866	Modeling and Market Making in Foreign Exchange	1.5 credits	MTH 9863	Volatility Filtering and Estimation	1.5 credits
MTH 9867	Time Series Analysis and Algorithmic Trading	3 credits	MTH 9864	Model Review for Quantitative Models in Finance	1.5 credits
MTH 9868	Advanced Risk and Portfolio Management	3 credits	MTH 9865	Commodities and Futures Trading	1.5 credits
MTH 9871	Advanced Computational Methods in Finance	3 credits	MTH 9866	Modeling and Market Making in Foreign Exchange	1.5 credits
MTH 9873	Interest Rate Models and Interest Rate Derivatives	3 credits	MTH 9867	Time Series Analysis and Algorithmic Trading	3 credits
MTH 9875	The Volatility Surface	3 credits	MTH 9868	Advanced Risk and Portfolio Management	3 credits
MTH 9876	Credit Risk Models	3 credits	MTH 9871	Advanced Computational Methods in Finance	3 credits



MTH 9878	Interest Rate Models	3 credits	MTH 9873	Interest Rate Models and Interest Rate Derivatives	3 credits
MTH 9879	Market Microstructure Models	3 credits	MTH 9875	The Volatility Surface	3 credits
MTH 9881	Current topics in Mathematical Finance	3 credits	MTH 9876	Credit Risk Models	3 credits
MTH 9882	Fixed Income Risk Management	1.5 credits	MTH 9878	Interest Rate Models	3 credits
MTH 9883	Structured Security Valuation in the Primary Market	1.5 credits	MTH 9879	Market Microstructure Models	3 credits
MTH 9886	Emerging Markets and Inflation Modeling	1.5 credits	MTH 9881	Current topics in Mathematical Finance	3 credits
MTH 9891	Introduction to Applied Financial Econometrics	1.5 credits	MTH 9882	Fixed Income Risk Management	1.5 credits
MTH 9893	Time Series Analysis	1.5 credits	MTH 9883	Structured Security Valuation in the Primary Market	1.5 credits
MTH 9894	Machine Learning	1.5 credits	MTH 9886	Emerging Markets and Inflation Modeling	1.5 credits
MTH 9896	Behavioral Finance	1.5 credits	<u>MTH 9887</u>	<u>Blockchain Technologies in Finance</u>	<u>1.5 credits</u>
MTH 9898	Data Science in Finance I: Big Data in Finance	1.5 credits	MTH 9891	Introduction to Applied Financial Econometrics	1.5 credits
MTH 9899	Data Science in Finance II: Machine Learning	1.5 credits	MTH 9893	Time Series Analysis	1.5 credits
ECO 82100	(Term I) Econometrics I	3 credits	MTH 9894	Machine Learning	1.5 credits
ECO 82100	(Term II) Financial Econometrics	3 credits	MTH 9896	Behavioral Finance	1.5 credits
FIN 9770	Financial Markets and Institutions	3 credits	<u>MTH 9897</u>	<u>Systematic Trading</u>	<u>1.5 credits</u>
FIN 9782	Futures and Forward Markets	3 credits	MTH 9898	Data Science in Finance I: Big Data in Finance	1.5 credits
FIN 9783	Investment Analysis	3 credits	MTH 9899	Data Science in Finance II: Machine Learning	1.5 credits
FIN 9786	International Financial Markets	3 credits	ECO 82100	(Term I) Econometrics I	3 credits
FIN 9790	Seminar in Finance	3 credits	ECO 82100	(Term II) Financial Econometrics	3 credits

FIN 9793	Advanced Investment Analysis	3 credits	FIN 9770	Financial Markets and Institutions	3 credits
FIN 9797	Options Markets	3 credits	FIN 9782	Futures and Forward Markets	3 credits
STA 9700	Modern Regression Analysis	3 credits	FIN 9783	Investment Analysis	3 credits
STA 9701	Time Series: Forecasting and Statistical Modeling	3 credits	FIN 9786	International Financial Markets	3 credits
			FIN 9790	Seminar in Finance	3 credits
			FIN 9793	Advanced Investment Analysis	3 credits
			FIN 9797	Options Markets	3 credits
			STA 9700	Modern Regression Analysis	3 credits
			STA 9701	Time Series: Forecasting and Statistical Modeling	3 credits
<b>Total credits required for the MA degree: 36</b>			<b>Total credits required for the MA degree: 36</b>		

Rationale: The program is introducing five new elective courses in areas of current interest in the fintech space, which is becoming a significantly bigger part of the career opportunities afforded to financial engineering graduates: MTH 9760; MTH 9796; MTH 9797; MTH 9887; and MTH 9897.

Three of these courses (MTH 9760, MTH 9896, and MTH 9797) are cross-listed in the Paul H. Chook Department of Information Systems and Statistics, where they are elective courses in a new Data Science track in the Master Program in Statistics.

The course title of MTH 9814 is being changed to better reflect the content of the course:

### Section AIV: New Courses

#### AIV: 1.1

Department(s)	Communication Studies
Career	<input checked="" type="checkbox"/> Undergraduate <input type="checkbox"/> Graduate
Academic Level	<input checked="" type="checkbox"/> Regular <input type="checkbox"/> Compensatory <input type="checkbox"/> Developmental <input type="checkbox"/> Remedial
Subject Area	Communication Studies
Course Prefix	COM
Course Number	3082
Gen	Gender Communication

Catalogue Description	This course examines the theories and applications of gender in various communication contexts. Areas to be studied include: basic gender communication theories, roles and stereotypes, gender differences in verbal and nonverbal communication, processes and socialization, images of gender in the media, gender considerations in education, the impact of gender on friendships and romantic relationships, and mixed group vs. same sex group interaction.
Prerequisites	COM 1010
Credits	3
Contact Hours	3
Liberal Arts	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Course Attribute (e.g. Writing Intensive, Honors, etc.)	
Course Applicability	<input type="checkbox"/> Not Applicable <input checked="" type="checkbox"/> Major <input type="checkbox"/> Gen Ed Required <input type="checkbox"/> Gen Ed - Flexible <input type="checkbox"/> Gen Ed - College Option <input type="checkbox"/> English Composition <input type="checkbox"/> World Cultures <input type="checkbox"/> Mathematics <input type="checkbox"/> US Experience in its Diversity College Option Detail <input type="checkbox"/> <input type="checkbox"/> Science <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World
Effective Term	Spring 2018

**Rationale:** Gender Communication is a standard course in Interpersonal and Group Communication programs and applicable to Intercultural Communication programs. The content has been offered twice as a special topics course (COM 4101) and has been very well received.

COM 3082 will be offered every semester with a projected enrollment of 28 students. This course will serve: as an elective for the Communication Studies major (NYSED program code 36820) in the Interpersonal and Group Communication (IGC) and the Intercultural and International Communication (IIC) concentrations, or as a major elective for all concentrations (one of two “free” COM electives in the major); as an elective for Business Communication major/Corporate Communication specialization (NYSED program codes 86011 and 60002); as an elective for the liberal arts minor in Communication Studies; or as a general elective for the BA, BBA, and BS degrees.

**AIV: 1.2**

Department(s)	Communication Studies
Career	<input checked="" type="checkbox"/> Undergraduate <input type="checkbox"/> Graduate
Academic Level	<input checked="" type="checkbox"/> Regular <input type="checkbox"/> Compensatory <input type="checkbox"/> Developmental <input type="checkbox"/> Remedial
Subject Area	Communication Studies
Course Prefix	COM
Course Number	3090
Course Title	Nonverbal Communication
Catalogue Description	Each of us sends and receives nonverbal messages on a daily basis, including facial expressions, gestures, body posture and movement, and tone of voice. Nonverbal communication is an important component of virtually all human interaction. This course introduces students to the dynamics of nonverbal behavior through exploration of scholarly research, application of theory, and analysis of sociocultural variables to foster a deeper appreciation and greater understanding of nonverbal messages across social contexts.
Prerequisites	COM 1010
Credits	3
Contact Hours	3
Liberal Arts	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Course Attribute (e.g. Writing Intensive, Honors, etc.)	
Course Applicability	<input type="checkbox"/> Not Applicable <input checked="" type="checkbox"/> Major <input type="checkbox"/> Gen Ed Required <input type="checkbox"/> Gen Ed - Flexible <input type="checkbox"/> Gen Ed - College Option <input type="checkbox"/> English Composition <input type="checkbox"/> World Cultures <input type="checkbox"/> Mathematics <input type="checkbox"/> US Experience in its Diversity College Option Detail <input type="checkbox"/> <input type="checkbox"/> Science <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World
Effective Term	Spring 2018

**Rationale:** Nonverbal Communication is a standard course in Interpersonal and Group Communication (IGC) programs. The content has been offered twice as a special topics course (COM 4101) and has been very well received.

COM 3090 will be offered every semester with a projected enrollment of 28 students. This

course will serve: as an elective for the Communication Studies major (NYSED program code 36820) in the Interpersonal and Group Communication (IGC) concentration, or as a major elective for all concentrations (one of two “free” COM electives in the major); as an elective for Business Communication major/Corporate Communication specialization (NYSED program codes 86011 and 60002); as an elective for minor in Communication Studies; or as a general elective for the BA, BBA, and BS degrees.

**AIV: 1.3**

Department(s)	Mathematics
Career	<input checked="" type="checkbox"/> Undergraduate <input type="checkbox"/> Graduate
Academic Level	<input checked="" type="checkbox"/> Regular <input type="checkbox"/> Compensatory <input type="checkbox"/> Developmental <input type="checkbox"/> Remedial
Subject Area	Mathematics
Course Prefix	MTH
Course Number	3007
Course Title	Infinite Series
Catalogue Description	<p>This course concerns infinite series and various commonly used tests to determine their convergence or divergence, as well as power series expansions and Taylor and Maclaurin series representations of common functions. Students passing this course with a C-or better may proceed into MTH 3020; students passing with B+ or better may proceed into MTH 3050.</p> <p>This course may not be used within the mathematics minor; it may be used in the actuarial science major, in the financial mathematics major, or in the mathematics major only if completed as a prerequisite for MTH 3020 or for MTH 3050.</p> <p>MTH 3007 is not open to students who have credit for one of the following courses: MTH 3010; MTH 3020; or MTH 3030.</p>
Prerequisites	MTH 3006 with B+ or better
Credits	1
Contact Hours	1
Liberal Arts	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Course Attribute (e.g. Writing Intensive, Honors, etc.)	
Course Applicability	<p><input type="checkbox"/> Not Applicable</p> <p><input checked="" type="checkbox"/> Major</p> <p><input type="checkbox"/> Gen Ed Required <input type="checkbox"/> Gen Ed - Flexible <input type="checkbox"/> Gen Ed - College Option</p> <p><input type="checkbox"/> English Composition <input type="checkbox"/> World Cultures</p>

	<input type="checkbox"/> Mathematics <input type="checkbox"/> US Experience in its Diversity College Option Detail <input type="checkbox"/> <input type="checkbox"/> Science <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World
Effective Term	Summer 2018

Rationale: The BS in Financial Mathematics (BSFM) requires MTH 3050, which in turn requires MTH 3010 as a prerequisite. Many aspiring BSFM students approach the major through a different calculus sequence in which MTH 3006 replaces 3010. MTH 3007, which bridges the gap between 3006 and 3010, will allow these students to proceed into 3050. Although the course was designed with the BSFM in mind, students in the actuarial science major or in the mathematics major also have the option to take MTH 3050.

MTH 3007 will be offered in winter and summer sessions with a projected enrollment of 20 students. This course may not be used in the mathematics minor as it does not have sufficient content. It may be used as a program prerequisite for the Financial Mathematics major (NYSED program code 37399), for the Mathematics major (NYSED program codes 01961 and 60019), or the Actuarial Science major (NYSED program codes 82292 and 60001) only if completed as a prerequisite for MTH 3050; it may also be used as a general elective for the BA, BBA, and BS degrees.

#### AIV: 1.4

Department(s)	Mathematics
Career	<input checked="" type="checkbox"/> Undergraduate <input type="checkbox"/> Graduate
Academic Level	<input checked="" type="checkbox"/> Regular <input type="checkbox"/> Compensatory <input type="checkbox"/> Developmental <input type="checkbox"/> Remedial
Subject Area	Mathematics
Course Prefix	MTH
Course Number	4009
Course Title	Proof Writing for Advanced Calculus
Catalogue Description	<p>This course is designed to prepare students who will be taking MTH 4010 to understand, and compose for themselves, the kind of demanding proofs that occur in advanced calculus. This course may not be used in the mathematics minor; it may be used in the mathematics major only if completed as a prerequisite for MTH 4010.</p> <p>MTH 4009 it is not open to students who have credit for one of the following courses: MTH 4000; MTH 4010; MTH 4200; MTH 4210; MTH 4215; MTH 4220; MTH 4240; or MTH 4315.</p>
Prerequisites	MTH 3007 or MTH 3010 or MTH 3030
Credits	1
Contact Hours	1
Liberal Arts	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

Course Attribute (e.g. Writing Intensive, Honors, etc.)	
Course Applicability	<input type="checkbox"/> Not Applicable <input checked="" type="checkbox"/> Major <input type="checkbox"/> Gen Ed Required <input type="checkbox"/> Gen Ed - Flexible <input type="checkbox"/> Gen Ed - College Option <input type="checkbox"/> English Composition <input type="checkbox"/> World Cultures <input type="checkbox"/> Mathematics <input type="checkbox"/> US Experience in its Diversity College Option Detail <input type="checkbox"/> <input type="checkbox"/> Science <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World
Effective Term	Spring 2018

Rationale: Early mathematics emphasizes computation – “getting answers.” But beyond a certain point – and that point is roughly at the point of our 4000-level classes – one makes a transition from merely computing results to engaging with the theoretical basis of the subject – the often deep philosophical underpinnings of the subject that endow it with its validity and reliability. Validity is established by proof, by logical inference. But proving things in mathematics is not always easy – in fact it takes time and patience to “get the hang of” writing proofs. Our “Bridge to Higher Mathematics” course (Mathematics 4000) offers a general, broad introduction to the various modes of proof that occur in mathematics, but we have found that students in advanced calculus often need separate instruction in formulating specifically the kinds of delicate, rigorous, extended proofs they encounter in advanced calculus (and in many subsequent classes, if they take them), so that they will be prepared for the sometimes-daunting content of the subject, and not be impeded by lack of facility in writing proofs – they will enter already prepared for the proofs, and be able to concentrate on the subtle new concepts that are the essence of advanced calculus.

MTH 4009 will be offered every semester with a projected enrollment of 20 students. This course may not be used in the Mathematics minor as it does not have sufficient content. It may be used within the Mathematics major (NYSED program codes 01961 and 60019) only if completed as a prerequisite for MTH 4010, a required course; it may also be used as a general elective for the BA, BBA, and BS degrees.

#### AIV: 1.5

Department(s)	Psychology
Career	<input checked="" type="checkbox"/> Undergraduate <input type="checkbox"/> Graduate
Academic Level	<input checked="" type="checkbox"/> Regular <input type="checkbox"/> Compensatory <input type="checkbox"/> Developmental <input type="checkbox"/> Remedial
Subject Area	Psychology

Course Prefix	PSY
Course Number	3300-3301
Course Title	Psychology Internship
Catalogue Description	<p>PSY 3300-3301 allows students to identify career interests and to develop basic professional skills while receiving academic credit for unpaid internships with direct relevance to psychology. Registration is contingent on the student finding a workplace sponsor and site supervisor, and receiving approval by the Department of Psychology (forms can be obtained from the main Psychology office). Students will not receive academic credit for a paid internship. Students who are enrolled in BUS 3001-3002 will not receive Psychology credit for the same internship.</p> <p>This is a P/F elective course that cannot be applied toward fulfillment of any requirements for the psychology major or minor.</p>
Prerequisites	This internship is only open to juniors and seniors who have a minimum GPA of 2.25 and who have completed at least two 3000-level courses in psychology
Credits	1
Contact Hours	1
Liberal Arts	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Course Attribute (e.g. Writing Intensive, Honors, etc.)	
Course Applicability	<input checked="" type="checkbox"/> Not Applicable <input type="checkbox"/> Major <input type="checkbox"/> Gen Ed Required <input type="checkbox"/> Gen Ed - Flexible <input type="checkbox"/> Gen Ed - College Option <input type="checkbox"/> English Composition <input type="checkbox"/> World Cultures <input type="checkbox"/> Mathematics <input type="checkbox"/> US Experience in its Diversity College Option Detail <input type="checkbox"/> <input type="checkbox"/> Science <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World
Effective Term	Spring 2018

Rationale: Students occasionally secure internship opportunities for which the hiring institution does not offer a salary and thus, require that student receive course credit instead. Internships serve as Experiential Learning Opportunities (ELO's), which are increasingly valued as important aspects of undergraduate education for their ability to help students



identify career interests and develop professional skills. Creation of this 1-credit course enables students to take advantage of such opportunities, while allowing the Psychology department to retain some basic and uniform control over the type of internship, responsibilities, and hours of work (minimum 10hr/week x 14 weeks) for which credit is granted. The internship's appropriateness will be evaluated by a designated department internship coordinator, based on the responses provided in the application. All supervision takes place on site by a designated site supervisor who takes responsibility for monitoring the student's progress and submits an end-of-semester evaluation to the department internship coordinator. In addition, the student must submit a brief response paper to the department internship coordinator at the conclusion of the semester.

This course does not replace PSY 4035 (Practicum in Community Psychological Services) a course that focuses on clinical or counseling placements and for which students spend time in group supervision at Baruch. Students who plan to pursue graduate studies in Clinical, Counseling, or Community Psychology, Mental Health Counseling, or Social Work will be encouraged to enroll in PSY 4035. PSY 3300-3301 enables students who are interested in other subfields, such as industrial/organizational Psychology, human resources, training, non-profit institutions, laboratory research etc. to gain valuable work experience.

PSY 3300-3301 will be offered every semester with a projected enrollment of 10 students. It will serve as a general elective for the BA, BBA, and BS degrees.

#### AIV: 1.6

Department(s)	Psychology
Career	<input checked="" type="checkbox"/> Undergraduate <input type="checkbox"/> Graduate
Academic Level	<input checked="" type="checkbox"/> Regular <input type="checkbox"/> Compensatory <input type="checkbox"/> Developmental <input type="checkbox"/> Remedial
Subject Area	Psychology
Course Prefix	PSY
Course Number	4084
Course Title	Drugs, Brain, and Society
Catalogue Description	This course examines the biopsychosocial determinants of drug use, as well as scientific evidence for the impact of their use or abuse on the individual and society. Discussion will focus on the recreational and therapeutic use of both commonly available (e.g., caffeine and alcohol) and restricted (e.g., opioids and amphetamines) substances.
Prerequisites	PSY 1001 and at least one of the following courses: PSY 3081, 3082, or PSY 3055 or permission of the instructor.
Credits	3
Contact Hours	3
Liberal Arts	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Course Attribute (e.g. Writing Intensive, Honors, etc.)	CIC

Course Applicability	<input type="checkbox"/> Not Applicable
	<input checked="" type="checkbox"/> Major
	<input type="checkbox"/> Gen Ed Required <input type="checkbox"/> Gen Ed - Flexible <input type="checkbox"/> Gen Ed - College Option
	<input type="checkbox"/> English Composition <input type="checkbox"/> World Cultures
	<input type="checkbox"/> Mathematics <input type="checkbox"/> US Experience in its Diversity College Option Detail <input type="checkbox"/>
	<input type="checkbox"/> Science <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society
	<input type="checkbox"/> Scientific World
Effective Term	Spring 2018

Rationale: The proposed addition of Drugs, Brain, and Society would add to our curriculum a much-needed 4000-level course in a neuroscience-related area that also has broad relevance to clinical psychology. Currently, only four out of 11 courses offered at 4000-level are in areas other than Industrial/Organizational Psychology. None of these four courses specifically address advanced topics relevant to neuroscience. Students successfully completing PSY 3081 (Cognitive Psychology) or 3082 (Mind, Brain, & Behavior) often express interest in continuing their discovery of neuroscience-related topics and taking them to a deeper level, but find that there are no courses at the 4000-level offered to meet this need. This can be particularly problematic for students wishing to pursue graduate study. In considering how to fill this gap, we propose this course, which would appeal to students with either clinical and/or cognitive/neuroscience interests, and thus, to a relatively wide cross-section of Psychology majors. As a capstone for the minor, we expect the course also to have broad appeal, although it might be particularly relevant to pre-med and Sociology majors.

PSY 4084 will be offered every spring semester with a projected enrollment of 25 students. It may be used as an elective within the Psychology major (NYSED program codes 01963 and 60023), as an elective within the Psychology liberal arts minor, or as a general elective for the BA, BBA, and BS degrees.

#### AIV: 1.7

Department(s)	Sociology and Anthropology
Career	<input checked="" type="checkbox"/> Undergraduate <input type="checkbox"/> Graduate
Academic Level	<input checked="" type="checkbox"/> Regular <input type="checkbox"/> Compensatory <input type="checkbox"/> Developmental <input type="checkbox"/> Remedial
Subject Area	Sociology and Anthropology
Course Prefix	SOC/ANT
Course Number	4400
Course Title	New York: The Global City

Catalogue Description	This course deploys social scientific research strategies and analytical frameworks to explore the forces shaping New York City—including migration, finance, real estate, small businesses, natural environment, religious communities, social movements, housing, and gentrification—with particular attention to the contestation over the future the city as it is playing out in the city's neighborhoods, social groups, and political and civic institutions. The course uses New York as a laboratory for understanding the impact of globalization on urban settings and of urban settings on globalization. (Students will receive credit for SOC 4400 or ANT 4400. These courses may substitute for each other in the F-replacement policy.)
Prerequisites	Two of the following courses: ANT/SOC 3035; ANT 3153; SOC/ANT /BLS/LTS 3125; SOC 3155; SOC/AAS 4010; SOC/ANT/REL 4050
Credits	3
Contact Hours	3
Liberal Arts	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Course Attribute (e.g. Writing Intensive, Honors, etc.)	
Course Applicability	<input type="checkbox"/> Not Applicable <input checked="" type="checkbox"/> Major <input type="checkbox"/> Gen Ed Required <input type="checkbox"/> Gen Ed - Flexible <input type="checkbox"/> Gen Ed - College Option <input type="checkbox"/> English Composition <input type="checkbox"/> World Cultures <input type="checkbox"/> Mathematics <input type="checkbox"/> US Experience in its Diversity College Option Detail <input type="checkbox"/> <input type="checkbox"/> Science <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World
Effective Term	Spring 2018

Rationale: SOC/ANT 4400 will be offered once per year with a projected enrollment of 20 students. This course will serve as a capstone for the department's proposed New York City Studies minor. It may also be used as an elective within the Sociology major (NYSED Program codes 01974 and 60026), as a capstone for the minors in Anthropology and Sociology, or as a general elective for the BA, BBA, and BS degrees.

The following recommendations of the Graduate Affairs Committee were approved at the Mildred and George Weissman School of Arts and Sciences Faculty Meeting on May 9, 2017 effective the Spring 2018 semester, pending approval of the Board of Trustees.

**AIV: 1.8**

Department(s)	Fine and Performing Arts
Career	<input type="checkbox"/> Undergraduate <input checked="" type="checkbox"/> Graduate
Academic Level	<input checked="" type="checkbox"/> Regular <input type="checkbox"/> Compensatory <input type="checkbox"/> Developmental <input type="checkbox"/> Remedial
Subject Area	Fine and Performing Arts
Course Prefix	FPA
Course Number	9198
Course Title	Special Topics in Arts Administration
Catalogue Description	In pursuing knowledge and skills relevant to arts management, students explore topics such as leadership challenges, public controversies, the creation of new facilities and organizations, and changing philanthropic priorities. They also develop insights and relationships that may be of significant value for their expected careers. This course is repeatable if the topic is different.
Prerequisites	none
Credits	3
Contact Hours	3
Liberal Arts	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Course Attribute (e.g. Writing Intensive, Honors, etc.)	
Course Applicability	<input checked="" type="checkbox"/> Not Applicable <input type="checkbox"/> Major <input type="checkbox"/> Gen Ed Required <input type="checkbox"/> Gen Ed - Flexible <input type="checkbox"/> Gen Ed - College Option <input type="checkbox"/> English Composition <input type="checkbox"/> World Cultures <input type="checkbox"/> Mathematics <input type="checkbox"/> US Experience in its Diversity College Option Detail <input type="checkbox"/> <input type="checkbox"/> Science <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World
Effective Term	Spring 2018

Rationale: FPA 9198 will be offered every year, with a projected enrollment of 15 students. This course will be an elective for the M.A. in Arts Administration (NYSED program code 37041). Why is it needed?

**AIV: 1.9**

Department(s)	Mathematics
Career	<input type="checkbox"/> Undergraduate <input checked="" type="checkbox"/> Graduate
Academic Level	<input checked="" type="checkbox"/> Regular <input type="checkbox"/> Compensatory <input type="checkbox"/> Developmental <input type="checkbox"/> Remedial
Subject Area	Mathematics
Course Prefix	MTH
Course Number	9887
Course Title	Blockchain Technologies in Finance
Catalogue Description	This course covers both the technical and financial aspects of the blockchain. The implementation (using code and scripting languages) of various types of financial systems and transactions that can be built on top of blockchain technologies is also covered.
Prerequisites	MTH 9815
Credits	1.5
Contact Hours	1.5 (7 weeks; 3 hours per week)
Liberal Arts	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Course Attribute (e.g. Writing Intensive, Honors, etc.)	
Course Applicability	<input checked="" type="checkbox"/> Not Applicable <input type="checkbox"/> Major <input type="checkbox"/> Gen Ed Required <input type="checkbox"/> Gen Ed - Flexible <input type="checkbox"/> Gen Ed - College Option <input type="checkbox"/> English Composition <input type="checkbox"/> World Cultures <input type="checkbox"/> Mathematics <input type="checkbox"/> US Experience in its Diversity College Option Detail <input type="checkbox"/> <input type="checkbox"/> Science <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World
Effective Term	Spring 2018

Rationale: Blockchain technologies are penetrating finance at a fast pace and have the potential to revolutionize many parts of finance. All major banks now employ groups working on blockchain technologies. Taking this course has the potential to position our students to be at the forefront of this new wave of finance.

MTH 9760 will be offered every year with a projected enrollment of 25 students. It serves as an elective course in the Financial Engineering MS Program (NYSED program code 24276).

**AIV: 1.10**

Department(s)	Mathematics
Career	<input type="checkbox"/> Undergraduate <input checked="" type="checkbox"/> Graduate
Academic Level	<input checked="" type="checkbox"/> Regular <input type="checkbox"/> Compensatory <input type="checkbox"/> Developmental <input type="checkbox"/> Remedial
Subject Area	Mathematics
Course Prefix	MTH
Course Number	9897
Course Title	Systematic Trading
Catalogue Description	This course covers the implementation of modern execution strategies and high frequency trading strategies and evaluating their performance. The risk management of these strategies, as well as their monitoring and associated portfolio construction are also covered.
Prerequisites	MTH 9815
Credits	1.5
Contact Hours	1.5 (7 weeks; 3 hours per week)
Liberal Arts	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Course Attribute (e.g. Writing Intensive, Honors, etc.)	
Course Applicability	<input checked="" type="checkbox"/> Not Applicable <input type="checkbox"/> Major <input type="checkbox"/> Gen Ed Required <input type="checkbox"/> Gen Ed - Flexible <input type="checkbox"/> Gen Ed - College Option <input type="checkbox"/> English Composition <input type="checkbox"/> World Cultures <input type="checkbox"/> Mathematics <input type="checkbox"/> US Experience in its Diversity College Option Detail <input type="checkbox"/> <input type="checkbox"/> Science <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World
Effective Term	Spring 2018

Rationale: Systematic trading involves both the execution of large block trade orders as well as high frequency trading strategies. They are related by underlying trading frameworks and modeled with similar quantitative tools. This course will provide both programming skills and theoretical knowledge of the market models to implement systematic trading strategies. The course will enhance the qualifications of our students for trading careers.

MTH 9897 will be offered every year with a projected enrollment of 25 students. It serves as an elective course in the Financial Engineering MS Program (NYSED program code 24276).

**AV: Changes in Existing Courses****AV: 1.1 Change in Course Discipline Code, Description, Prerequisites, and course reactivation to be offered by the Communication Studies Department**

The following recommendations of the Committee on Undergraduate Curriculum were approved at the Mildred and George Weissman School of Arts and Sciences Faculty Meetings on February 23, 2017 and May 9, 2017 effective the Spring 2018 semester, pending approval of the Board of Trustees.

CUNYfirst Course ID	094551		
FROM		TO	
Departments	Communication Studies	Departments	n/c
Course	SPE 3064 Classical Rhetoric	Course	COM 3064 Classical Rhetoric
Course Status	Inactive	Course Status	<u>Active</u>
Prerequisite	One 3-credit course in speech	Prerequisite	<u>COM 1010</u>
Hours	3	Hours	n/c
Credits	3	Credits	n/c
Description	Through a study of the relationship of rhetorical theory to the political and social life of the times, intensive reading of classical works in translation, and the writing of papers and reports on selected aspects of rhetorical theory, the student analyzes the rhetorical theories of Plato, Aristotle, Cicero, Quintillian, and other classical writers.	Description	<u>If you think that modern criticisms of the shrillness and vacuity of contemporary public discourse and the often misleading and just plain ugly nature of today's political speeches are something new, then you may be interested to learn about the debates and controversies surrounding "rhetoric" from its very beginnings in the classical world of ancient Athens. This course surveys the development of rhetoric, beginning in Fifth-century B.C. Athens, moving through the Roman Republic and later the Empire, and concluding some nine hundred years later with the rise of Christianity. Major figures discussed include Plato and the Sophists, Aristotle,</u>

			<u>Cicero, Quintilian, the Gospel writers, St. Paul, and St. Augustine.</u>
Requirement Designation		Requirement Designation	
Liberal Arts	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Liberal Arts	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Course Attribute (e.g. Writing Intensive, WAC, etc)		Course Attribute (e.g. Writing Intensive, WAC, etc)	
General Education Component	<input checked="" type="checkbox"/> Not Applicable <input type="checkbox"/> Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World	General Education Component	<input checked="" type="checkbox"/> Not Applicable <input type="checkbox"/> Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World
Effective		Effective	Spring 2018

Rationale: The study of classical rhetoric is essential to the understanding of modern rhetoric, and as such “classical rhetoric” is an essential class in the new Communication Studies major and especially the Rhetoric and Public Advocacy concentration within that major.

COM 3064 will be offered once per year with a projected enrollment of 28 students. It will serve: as an elective for the Communication Studies major (NYSED program code 36820) in the Rhetoric and Public Advocacy concentration, or as a major elective for all concentrations (one of two “free” COM electives in the major); as an elective for Business Communication major/Corporate Communication specialization (NYSED program codes 86011 and 60002); as an elective for minor in Communication Studies; or as a general elective for the BA, BBA, and BS degrees.

**AV: 1.2 Change in Course Discipline Code, Description, Prerequisites, and course reactivation to be offered by the Communication Studies Department**



CUNYfirst Course ID	094552		
FROM		TO	
Departments	Communication Studies	Departments	n/c
Course	SPE 3066 Modern Frontiers of Rhetoric	Course	COM 3066 Modern Frontiers of Rhetoric
Course Status	Inactive	Course Status	Active
Prerequisite	One 3-credit course in speech	Prerequisite	COM 1010
Hours	3	Hours	n/c
Credits	3	Credits	n/c
Description	New frontiers in speech-communication and rhetorical techniques are examined through a study of the theories of I.A. Richards, Kenneth Burke, Marshall McLuhan, Richard M. Weaver, Chaim Perlman, and Stephen Toulman. Employing these theories, analysis will be made of contemporary social movements such as civil rights, women's and gay liberation, religious reform, and student activism.	Description	<u>This course examines recent developments in rhetorical theory, criticism, and practice. It is designed to familiarize students with the current state of the field in the context of contemporary cultural, social, political, and economic currents. The central aim of the course is to present rhetorical thinking as an ongoing struggle to develop timely critical tools for understanding and productively engaging the ongoing historical changes that are rapidly transforming our lives. By examining recent controversies in rhetorical studies, and by investigating concrete instances of rhetorical action in public life and popular culture, the course poses and explores a series of urgent practical questions about what it means to live together today.</u>
Requirement Designation		Requirement Designation	
Liberal Arts	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Liberal Arts	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Course Attribute (e.g. Writing)		Course Attribute (e.g. Writing)	

Intensive, WAC, etc)		Intensive, WAC, etc)	
General Education Component	<input checked="" type="checkbox"/> Not Applicable <input type="checkbox"/> Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World	General Education Component	<input checked="" type="checkbox"/> Not Applicable <input type="checkbox"/> Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World
Effective		Effective	Spring 2018

Rationale: The course lay dormant for some time (i.e., was listed with other dormant courses at the end of the departmental listing in the UG Bulletin, with the preface: “The following courses will not be offered in the current academic year. The courses below formerly carried a SPE designation.”) We resurrected the course as part of the concentration in Rhetoric and Public Advocacy in the new UG major in Communication Studies. Since neither the Department nor the School was able to locate a syllabus and learning goals of the course, we were asked to supply both. In the process, we determined that the course description, too, was somewhat out of date and are therefore submitting an updated course description.

COM 3066 will be offered once per year with a projected enrollment of 28 students. It will serve: as an elective for the Communication Studies major (NYSED program code 36820) in the Rhetoric and Public Advocacy concentration, or as a major elective for all concentrations (one of two “free” electives in the major); as an elective for Business Communication major/Corporate Communication specialization (NYSED program codes 86011 and 60002); as an elective for minor in Communication Studies; or as a general elective for the BA, BBA, and BS degrees.

### AV: 1.3 Change in Course Description to be offered by the Mathematics Department

CUNYfirst Course ID	116391		
FROM		TO	

Departments	Mathematics	Departments	n/c
Course	MTH 2140 Mathematics and Quantitative Reasoning	Course	n/c
Prerequisite	Placement into CSTM 0120 or higher	Prerequisite	n/c
Hours	4	Hours	n/c
Credits	3	Credits	n/c
Description	<p>This class is designed to introduce students to thinking critically and applying it to problem solving. It will review the necessary basic skills while examining problems in financial management, statistical reasoning, basic notions in probability, and applications in the arts, politics and business. (MTH 2140 is not recommended for students whose major requires a statistics course or another math course. It does not meet the BBA base curriculum math requirement.) This course is not open to students who completed any other mathematics course numbered 2000 or higher.</p>	<p>Description</p> <p>This class is designed to introduce students to thinking critically and applying it to problem solving. It will review the necessary basic skills while examining problems in financial management, statistical reasoning, basic notions in probability, and applications in the arts, politics and business. (MTH 2140 is not recommended for students whose major requires a statistics course or another math course. It does not meet the BBA base curriculum math requirement.)</p> <p>This course is not open to students who completed any other mathematics course numbered 2000 or higher. <u>MTH 2140 and MTH 2160 may substitute for each other in the F-replacement policy. The policy on repeating courses covers MTH 2140 and MTH 2160, e.g., one course taken three times, each course taken once, or a one-and-two combination. All combinations will be treated identically as three attempts.</u></p>	
Requirement Designation	Mathematical and Quantitative Reasoning	Requirement Designation	n/c
Liberal Arts	[ x ] Yes [ ] No	Liberal Arts	[ x ] Yes [ ] No

Course Attribute (e.g. Writing Intensive, WAC, etc.)		Course Attribute (e.g. Writing Intensive, WAC, etc.)	
General Education Component	<input type="checkbox"/> Not Applicable <input checked="" type="checkbox"/> Required <input type="checkbox"/> English Composition <input checked="" type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World	General Education Component	<input type="checkbox"/> Not Applicable <input checked="" type="checkbox"/> Required <input type="checkbox"/> English Composition <input checked="" type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World
Effective		Effective	Spring 2018

Rationale: MTH 2140 and MTH 2160, courses designed specifically for students who are pursuing liberal arts majors, have significant overlap. As the Mathematics department offers only one or two sections of each course every semester, allowing students to use the F-replacement option across courses gives students more flexibility, while being consistent with their interchangeability within the curriculum.

#### **AV: 1.4 Change in Course Description to be offered by the Mathematics Department**

CUNYfirst Course ID	093150		
FROM		TO	
Departments	Mathematics	Departments	n/c
Course	MTH 2160 Ideas in Mathematics and Their Applications	Course	n/c
Prerequisite	Placement into CSTM 0120 or higher	Prerequisite	n/c
Hours	4	Hours	n/c
Credits	3	Credits	n/c

<p>Description</p>	<p>This course is designed for the liberal arts student who wants to sample the intellectual breadth of mathematics. Topics are chosen which are representative of the following fields: number theory, infinity in mathematics, geometry and topology, modern physics, computer arithmetic, set theory, the history of mathematics, probability and statistics, and graph theory. Applications of the ideas are presented wherever feasible. Some possible topics include: primality, the nature and representation of numbers, the Euclidean Algorithm, numerical approximation, geometric and sequences and series, cardinality, the bridges of Koenigsberg problem, projective geometry, non-Euclidean geometry, relativity, binary arithmetic, symbolic logic, the life of a selected mathematician, games of chance, misusing data, planar graphs, and network analysis. (MTH 2160 is not recommended for students whose major requires a statistics course or another math course. It does not meet the BBA base curriculum math requirement.) This course is not open to students who completed any other mathematics course numbered 2000 or higher.</p>	<p>Description</p>	<p>This course is designed for the liberal arts student who wants to sample the intellectual breadth of mathematics. Topics are chosen which are representative of the following fields: number theory, infinity in mathematics, geometry and topology, modern physics, computer arithmetic, set theory, the history of mathematics, probability and statistics, and graph theory. Applications of the ideas are presented wherever feasible. Some possible topics include: primality, the nature and representation of numbers, the Euclidean Algorithm, numerical approximation, geometric and sequences and series, cardinality, the bridges of Koenigsberg problem, projective geometry, non-Euclidean geometry, relativity, binary arithmetic, symbolic logic, the life of a selected mathematician, games of chance, misusing data, planar graphs, and network analysis. (MTH 2160 is not recommended for students whose major requires a statistics course or another math course. It does not meet the BBA base curriculum math requirement.)</p> <p><u>This course is not open to students who completed any other mathematics course numbered 2000 or higher.</u></p> <p><u>MTH 2140 and MTH 2160 may substitute for each</u></p>
--------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

			<u>other in the F-replacement policy. The policy on repeating courses covers MTH 2140 and MTH 2160, e.g., one course taken three times, each course taken once, or a one-and-two combination. All combinations will be treated identically as three attempts.</u>
Requirement Designation	Mathematical and Quantitative Reasoning	Requirement Designation	n/c
Liberal Arts	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Liberal Arts	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Course Attribute (e.g. Writing Intensive, WAC, etc.)		Course Attribute (e.g. Writing Intensive, WAC, etc)	
General Education Component	<input type="checkbox"/> Not Applicable <input checked="" type="checkbox"/> Required <input type="checkbox"/> English Composition <input checked="" type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World	General Education Component	<input type="checkbox"/> Not Applicable <input checked="" type="checkbox"/> Required <input type="checkbox"/> English Composition <input checked="" type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World
Effective		Effective	Spring 2018

Rationale: MTH 2140 and MTH 2160, courses designed specifically for students who are pursuing liberal arts majors, have significant overlap. As the Mathematics department offers only one or two sections of each course every semester, allowing students to use the F-replacement option across courses gives students more flexibility, while being consistent with their interchangeability within the curriculum.

#### **AV: 1.5 Change in Course Prerequisites to be offered by the Mathematics Department**

CUNYfirst Course ID	126882		
FROM		TO	
Departments	Mathematics	Departments	n/c
Course	MTH 3050 Multi-Variable and Vector Calculus	Course	n/c
Prerequisite	MTH 3010 with B+ or higher, or Calculus BC with a grade 4 or 5	Prerequisite	MTH 3007 with a B+ or higher or MTH 3010 with B+ or higher, or Calculus BC with a grade 4 or 5
Hours	4	Hours	n/c
Credits	4	Credits	n/c
Description	In this course, the primary goal is to study the geometry of change in two and three dimensional space. In particular, we use vectors to describe curves and surfaces in space mathematically, and to study the derivatives (rates of change) and integrals (average properties) of functions and vector fields that are defined on curves and surfaces. The unity between geometry and algebra is most succinctly expressed in the four versions of the Fundamental Theorem of Calculus that we study: the fundamental theorem of calculus for vector fields on curves, Green's theorem, Stokes' theorem, the Divergence theorem and applications. The emphasis will be on the understanding the geometry behind numerous algebraic manipulations, while providing a bit more focus on mathematical concepts.	Description	n/c

Requirement Designation		Requirement Designation	
Liberal Arts	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Liberal Arts	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Course Attribute (e.g. Writing Intensive, WAC, etc.)		Course Attribute (e.g. Writing Intensive, WAC, etc.)	
General Education Component	<input checked="" type="checkbox"/> Not Applicable <input type="checkbox"/> Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World	General Education Component	<input checked="" type="checkbox"/> Not Applicable <input type="checkbox"/> Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World
Effective		Effective	Spring 2018

Rationale: The above change reflects the addition of a new course, MTH 3007. Stronger students passing this course may now take

MTH 3050.

**AV: 1.6 Change in Course Title, Description, and Prerequisites to be offered by the Mathematics Department**

CUNYfirst Course ID	093184		
FROM		TO	
Departments	Mathematics	Departments	n/c
Course	MTH 4010 Advanced Calculus I	Course	MTH 4010 <u>Mathematical Analysis I</u>
Prerequisite	MTH 3020 or 3030	Prerequisite	<u>Any one of the following three 3000-level calculus courses: MTH 3020, MTH</u>



			3030, or MTH 3050, and any of the following eight 4000-level courses: MTH 4000, MTH 4009, MTH 4200, MTH 4210, MTH 4215, MTH 4220, MTH 4240, or MTH 4315
Hours	3	Hours	n/c
Credits	3	Credits	n/c
Description	This course presents a rigorous treatment of the limit, continuity, differentiability, and <del>differential</del> of a function of one variable. Other topics include real numbers and the axiom of continuity; convergence of a sequence of real numbers; elements of point set topology; and extensions and generalizations of the law of the mean.	Description	This course presents a rigorous treatment of the limit, continuity, differentiability, and <u>integrability</u> of a function of one variable. Other topics include real numbers and the axiom of continuity; convergence of a sequence of real numbers; elements of point set topology; and extensions and generalizations of the law of the mean.
Requirement Designation		Requirement Designation	
Liberal Arts	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Liberal Arts	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Course Attribute (e.g. Writing Intensive, WAC, etc.)		Course Attribute (e.g. Writing Intensive, WAC, etc)	
General Education Component	<input checked="" type="checkbox"/> Not Applicable <input type="checkbox"/> Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression	General Education Component	<input checked="" type="checkbox"/> Not Applicable <input type="checkbox"/> Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression

	___ Individual and Society ___ Scientific World		___ Individual and Society ___ Scientific World
Effective		Effective	Spring 2018

Rationale: Students need to gain some sophistication in learning to prove mathematical statements, prior to taking this course. MTH 4009 provides this background. The new description corrects a typographical error in the original, replacing "differential" with "integrability" in the first sentence. The title change is now consistent with the name used by many other universities.

### AV: 1.7 Change in Course Hours, Credits, and Description to be offered by the Fine and Performing Arts Department

CUNYfirst Course ID	130697		
FROM		TO	
Departments	Fine and Performing Arts	Departments	n/c
Course	FPA 9170 Professional Internship in Arts Administration	Course	n/c
Prerequisite	Department consent	Prerequisite	n/c
Hours	3	Hours	<u>Variable</u>
Credits	3	Credits	<u>Variable</u>
Description	Internships with professional arts organizations provide mentoring and structured learning experiences that provide students in the M.A. program in Arts Administration the opportunity to gain valuable skills and insights that can only come through practical work experience. Internships may be arranged with non-profit organizations, commercial arts businesses or ventures, and government organizations, subject to approval of the instructor. One internship is required for those with less than	Description	Internships with professional arts organizations provide mentoring and structured learning experiences that provide students in the M.A. program in Arts Administration the opportunity to gain valuable skills and insights that can only come through practical work experience. Internships may be arranged with non-profit organizations, commercial arts businesses or ventures, and government organizations, subject to approval of the instructor. One internship is required for those with less than three years of experience in a professional arts administration position.

	three years of experience in a professional arts administration position.		<u>Credit for this course will be variable - 1 credit, 2 credits, or 3 credits. Moreover, with the permission of the Director, students will be allowed to enroll in this course up to four times for 1 credit per semester, for a maximum of four credits in total.</u>
Requirement Designation		Requirement Designation	
Liberal Arts	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Liberal Arts	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Course Attribute (e.g. Writing Intensive, WAC, etc.)		Course Attribute (e.g. Writing Intensive, WAC, etc.)	
General Education Component	<input checked="" type="checkbox"/> Not Applicable <input type="checkbox"/> Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World	General Education Component	<input checked="" type="checkbox"/> Not Applicable <input type="checkbox"/> Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World
Effective		Effective	Spring 2018

Rationale: This change is needed chiefly for our international students who are expected to have internship responsibilities during each semester that they are enrolled at Baruch. Enrolling in FPA 9170 for a single credit each semester satisfies the Federal Government requirement for an internship.

**AV: 1.8 Change in Course Title to be offered by the Mathematics Department**

CUNYfirst Course ID	093247		
FROM		TO	
Departments	Mathematics	Departments	n/c
Course	MTH 9814 A <u>Quantitative Introduction to Pricing Financial Instruments</u>	Course	MTH 9814 <u>Financial Markets and Securities</u>
Prerequisite	None	Prerequisite	n/c
Hours	3	Hours	n/c
Credits	3	Credits	n/c
Description	This course presents some of the fundamental derivative securities traded in the financial markets: options, forwards, futures, and swaps. Pricing principles such as arbitrage pricing, risk-neutral pricing, the Black-Scholes formula, and binomial trees will also be discussed.	Description	n/c
Requirement Designation		Requirement Designation	
Liberal Arts	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Liberal Arts	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Course Attribute (e.g. Writing Intensive, WAC, etc)		Course Attribute (e.g. Writing Intensive, WAC, etc)	
General Education Component	<input checked="" type="checkbox"/> Not Applicable <input type="checkbox"/> Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression	General Education Component	<input checked="" type="checkbox"/> Not Applicable <input type="checkbox"/> Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression

	___ Individual and Society ___ Scientific World		___ Individual and Society ___ Scientific World
Effective		Effective	Spring 2018

Rationale: MTH 9814 is one of the oldest courses in the MSFE program, introduced more than 10 years ago. While initially focused on options markets, with a heavy focus on mathematical methods, the course now covers credit markets and interest rate derivatives alongside equity markets and provides much deeper financial knowledge. The new name better communicates the broadness of the course and its depths on financial knowledge.

## PART A: Academic Matters

### Section AIV: New Courses

**Section AIV: 1.1 The following recommendations of the Curriculum Committee were approved at the Marxe School of Public and International Affairs Faculty Meeting on May 4, 2017. They will be effective for the Spring 2018 semester, pending approval of the Board of Trustees.**

**Program: MPA**

**Program Code: 01966; 37904**

**HEGIS Code: 2102.00; 2210.00 respectively**

**Effective : Spring 2018**

<b>CUNYfirst Course ID</b>	PAF 9129
<b>Department(s)</b>	Marxe School of Public and International Affairs
<b>Career</b>	<input type="checkbox"/> Undergraduate <input checked="" type="checkbox"/> Graduate
<b>Academic Level</b>	<input checked="" type="checkbox"/> Regular <input type="checkbox"/> Compensatory <input type="checkbox"/> Developmental <input type="checkbox"/> Remedial
<b>Subject Area</b>	Public Affairs
<b>Course Prefix</b>	PAF
<b>Course Number</b>	9129
<b>Course Title</b>	Animal Rights and Welfare
<b>Catalogue Description</b>	The course will look at public policy in its application to other species. It will focus on the assumptions behind those policies, inconsistencies in the values represented, and the lessons learned about ourselves from considering the perspective of other animals. It will also consider how climate change might impact our understanding of the rights and welfare of other animals.
<b>Pre/ Co Requisites</b>	None
<b>Credits</b>	3
<b>Contact Hours</b>	3
<b>Liberal Arts</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

<b>Course Attribute</b> (e.g. Writing Intensive, Honors, etc)	None
<b>Course Applicability</b>	<input checked="" type="checkbox"/> Major <input type="checkbox"/> Gen Ed Required <input type="checkbox"/> Gen Ed - Flexible <input type="checkbox"/> Gen Ed - College Option <input type="checkbox"/> English Composition <input type="checkbox"/> World Cultures <input type="checkbox"/> Mathematics <input type="checkbox"/> US Experience in its Diversity College Option Detail _____ <input type="checkbox"/> Science <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World
<b>Effective Term</b>	Spring 2018

**Rationale:** Public policy emanates from a kind of “We’re Number One!” perspective. Thinking about our own species in the context of others could have profound effects on our approach to environmental questions, economic development, educational strategies, medical research, charity and justice. In one example, Lawsuits have been filed to extend “non-human person” status to some other species. Unsuccessful in this country, lawsuits have won that legal protection for orangutans and dolphins in other countries.

This course is an elective for the Master of Public Administration and Master of International Affairs programs, to be offered once per year with a projected enrollment of 20-25 students.

### **AV: Changes in Existing Courses**

**AV: 1.1** Changes in Prerequisites in the MPA program in the Marxe School of Public and International Affairs

**Program:** MPA

**Program Code:** 01966

**HEGIS Code:** 2102.00

**Effective:** Spring 2018

<b>CUNYFirst Course ID</b>	PAF 9173		
<b>FROM</b>		<b>TO</b>	
Departments			

Course	Program Auditing and Performance Measurement	Course	Program Auditing and Performance Measurement
Pre or co requisite	PAF 9140, PAF 9172 and STA 9170	Prerequisite	<u>None</u>
Hours	3	Hours	3
Credits	3	Credits	3
Description	This course extends the student's knowledge of financially related decision-making techniques. It provides the student an understanding of management auditing, program auditing, and performance measurement. Key concepts include economy, efficiency, and effectiveness. From the retrospective perspective it examines how to determine whether a program has used its resources effectively and efficiently. From a concurrent perspective, it looks at what should be monitored and how. Prospectively it examines how to prepare an organization for performance measurement and auditing. From a holistic view it examines the decision to measure, monitor, and examine performance.	Description	This course extends the student's knowledge of financially related decision-making techniques. It provides the student an understanding of management auditing, program auditing, and performance measurement. Key concepts include economy, efficiency, and effectiveness. From the retrospective perspective it examines how to determine whether a program has used its resources effectively and efficiently. From a concurrent perspective, it looks at what should be monitored and how. Prospectively it examines how to prepare an organization for performance measurement and auditing. From a holistic view it examines the decision to measure, monitor, and examine performance.
Requirement Designation		Requirement Designation	
Liberal Arts	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Liberal Arts	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Course Attribute (e.g. Writing Intensive, Honors, etc)		Course Attribute (e.g. Writing Intensive, Honors, etc)	
Course Applicability	<input checked="" type="checkbox"/> Major <input type="checkbox"/> Gen Ed Required <input type="checkbox"/> English Composition	Course Applicability	<input checked="" type="checkbox"/> Major <input type="checkbox"/> Gen Ed Required <input type="checkbox"/> English Composition

	<input type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Gen Ed Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World <input type="checkbox"/> Gen Ed – College Option College Option Detail		<input type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Gen Ed Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World
<b>Effective Term</b>	Spring 2018		

**Rationale:** The previous requirements are no longer valid because: (1) STA 9170 is no longer cross-listed with PAF 9170 and was included in the first place because it was linked to PAF 9172. (2) The relevance of PAF 9140 is minimal and dependent on the instructor. The previously anticipated skills from PAF 9172 and PAF 9140 are now included within PAF 9173.

## CHANCELLOR'S UNIVERSITY REPORT ERRATA JUNE 2017

### PART A: ACADEMIC MATTERS

#### **BARUCH COLLEGE**

June 2016 SECTION AIII. Changes in Degree Program.  
Chancellor's Item AIII.10.4b: The following revisions are proposed for the BBA in Real  
University Estate in the Zicklin School of Business. Students in the "Real Estate  
Investment", and "Real Estate Development" tracks will be allowed to  
Report complete their original requirements by Fall 2019. Old track students will be  
allowed to complete their original requirements.