

November 2010

Baruch College

Chancellor’s University Report – Part A: Academic Matters

PART A: ACADEMIC MATTERS

The following recommendations of the Committee on Undergraduate Curriculum were approved at the Mildred and George Weissman School of Arts and Sciences Faculty Meeting on October 13, 2010 effective the Fall 2011 semester, pending approval of the Board of Trustees.

Section AllI: Changes in Degree Programs

AllI:10.1a. The following revisions are proposed for the BA in Psychology

Program: BA in Psychology

Program Code: 01963

HEGIS Code: 2001.00

Effective: Fall 2011

FROM: BA IN PSYCHOLOGY			TO: BA IN PSYCHOLOGY		
Course	Description	Crs	Course	Description	Crs
Base Curriculum Courses No credit toward the major			Base Curriculum Courses No credit toward the major		
PSY 1001	General Psychology	4	PSY 1001	General Psychology	4
STA 2100	Statistics for Social Science	3	STA 2100	Statistics for Social Science	3
(Psychology majors may not take STA 2100 on a pass/fail basis.)			(Psychology majors may not take STA 2100 on a pass/fail basis.)		
Required Courses (7 credits)			Required Courses (7 credits)		
PSY 4012	Evolution of Modern Psychology	3	PSY 4012	Evolution of Modern Psychology	3
PSY 5020	Experimental Psychology	4	PSY 5020	Experimental Psychology	4
Elective Courses (18 credits)			Elective Courses (18 credits)		
Foundation Electives (12-18 credits)			Foundation Electives (12-18 credits)		

PSY 3055	Abnormal Psychology	3	PSY 3055	Abnormal Psychology	3
PSY 3056	Social Psychology	3	PSY 3056	Social Psychology	3
PSY 3059	Developmental Psychology: Personality in Childhood and Adolescence*	3	PSY 3059	Developmental Psychology: Personality in Childhood and Adolescence*	3
PSY 3060	Developmental Psychology: Adult Personality*	3	PSY 3060	Developmental Psychology: Adult Personality*	3
PSY 3065	Psychology of Motivation	3	PSY 3065	Psychology of Motivation	3
PSY 3070	Physiological Psychology*	3	PSY 3070	Physiological Psychology*	3
PSY 3080	Psychology of Attention and Perception	3	PSY 3080	Psychology of Attention and Perception	3
PSY 3081	Cognitive Psychology	3	PSY 3081	Cognitive Psychology	3
PSY 3082	Mind, Brain, and Behavior*	3	PSY 3082	Mind, Brain, and Behavior*	3
PSY 3083	Psychology of Learning	3	PSY 3083	Psychology of Learning	3
PSY 4061	Theories of Personality	3	PSY 4061	Theories of Personality	3
* Students may apply either PSY 3059 or PSY 3060 toward the four-course foundation electives requirement, not both. Similarly, students may apply either PSY 3070 or PSY 3082 toward the four-course foundation electives requirement, not both.			* Students may apply either PSY 3059 or PSY 3060 toward the four-course foundation electives requirement, not both. Similarly, students may apply either PSY 3070 or PSY 3082 toward the four-course foundation electives requirement, not both.		
Applied Psychology Electives (0 – 6 credits)			Applied Psychology Electives (0 – 6 credits)		
PSY/PHI 3035	Philosophy of Psychology	3	PSY/PHI 3030	Thought and Reality	3
PSY 3036	Psychology and Culture	3	PSY/PHI 3035	Philosophy of Psychology	3
PSY 3040-46	Special Topics in Psychology	3	PSY 3036	Psychology and Culture	3
PSY 3054	Psychology of Sleep	3	PSY 3040-46	Special Topics in Psychology	3
PSY 3057	Psychology of Religion	3	PSY 3054	Psychology of Sleep	3
PSY 3058	Small Group Processes	3	PSY 3057	Psychology of Religion	3
PSY 3061	Psychology of Life Experience	3	PSY 3058	Small Group Processes	3

PSY 3062	Psychology of Stress Management	3	PSY 3061	Psychology of Life Experience	3
PSY 3063	Health Psychology	3	PSY 3062	Psychology of Stress Management	3
PSY 3069	Psychology and the Law	3	PSY 3063	Health Psychology	3
PSY 3071	Psychology of Gender	3	PSY 3069	Psychology and the Law	3
PSY 3074	Psychological Aspects of Disabling Conditions	3	PSY 3071	Psychology of Gender	3
PSY 3101	Political Psychology	3	PSY 3074	Psychological Aspects of Disabling Conditions	3
PSY 3181	Industrial and Organizational Psychology	3	PSY/POL 3101	Political Psychology	3
PSY 3182	Interviewing Techniques	3	PSY 3181	Industrial and Organizational Psychology	3
PSY 3183	Psychology and Urban Problems	3	PSY 3182	Interviewing Techniques	3
PSY 3184	Leadership and Managerial Development	3	PSY 3183	Psychology and Urban Problems	3
PSY 3185	Environmental Psychology	3	PSY 3184	Leadership and Managerial Development	3
PSY 3288	Psychology of Advertising	3	PSY 3185	Environmental Psychology	3
PSY/ENG 3730	Literature and Psychology	3	PSY 3288	Psychology of Advertising	3
PSY 4010	Diversity in the Workplace	3	PSY/ENG 3730	Literature and Psychology	3
PSY 4013	Advanced Personnel Psychology	3	PSY 4010	Diversity in the Workplace	3
PSY 4015	Emotions in the Workplace	3	PSY 4013	Advanced Personnel Psychology	3
PSY 4035	Practicum in Community Psychological Services	3	PSY 4015	Emotions in the Workplace	3
PSY 5030-5032	Research Practicum in Psychology I, II, and III**	1-3	PSY 4035	Practicum in Community Psychological Services	3
** Students must take a total of three hours			PSY 4039	Psychopathology of Childhood	3
			PSY 4051	Psychology of the Family	3
			PSY 4900	Psychological Approaches to Contemporary Problems	3
			PSY 5030-	Research Practicum in	1-3

			5032	Psychology I, II, and III**	
			** Students must take a total of three hours		

Rationale: The Department of Psychology is adding several courses to the applied electives list. PSY 4039 (Psychopathology of Childhood), PSY 4051 (Psychology of the Family), PSY 4900 (Psychological Approaches to Contemporary Problems), and PSY/PHI 3030 (Thought and Reality) are approved courses that were not included in the prior major revision. PSY 3101 (Political Psychology) is a cross-listed course and thus should appear as PSY/POL 3101.

All:10.2a. The following revisions are proposed for the Tier III Minor in Psychology

FROM: TIER III MINOR IN PSYCHOLOGY			TO: TIER III MINOR IN PSYCHOLOGY		
Course	Description	Crs	Course	Description	Crs
Required Course			Required Courses		
PSY 4012	Evolution of Modern Psychology	3	PSY 4012	Evolution of Modern Psychology	3
Foundation Electives (3-6 credits)			Foundation Electives (3-6 credits)		
PSY 3055	Abnormal Psychology	3	PSY 3055	Abnormal Psychology	3
PSY 3056	Social Psychology	3	PSY 3056	Social Psychology	3
PSY 3059	Developmental Psychology: Personality in Childhood and Adolescence*	3	PSY 3059	Developmental Psychology: Personality in Childhood and Adolescence*	3
PSY 3060	Developmental Psychology: Adult Personality*	3	PSY 3060	Developmental Psychology: Adult Personality*	3
PSY 3065	Psychology of Motivation	3	PSY 3065	Psychology of Motivation	3
PSY 3070	Physiological Psychology*	3	PSY 3070	Physiological Psychology*	3
PSY 3080	Psychology of Attention and Perception	3	PSY 3080	Psychology of Attention and Perception	3
PSY 3081	Cognitive Psychology	3	PSY 3081	Cognitive Psychology	3
PSY 3082	Mind, Brain, and Behavior*	3	PSY 3082	Mind, Brain, and Behavior*	3
PSY 3083	Psychology of Learning	3	PSY 3083	Psychology of Learning	3
PSY 4061	Theories of Personality	3	PSY 4061	Theories of Personality	3
* Students may apply either PSY 3059 or			* Students may apply either PSY 3059 or PSY		

PSY 3060 toward the four-course foundation electives requirement, not both. Similarly, students may apply either PSY 3070 or PSY 3082 toward the four-course foundation electives requirement, not both.			3060 toward the four-course foundation electives requirement, not both. Similarly, students may apply either PSY 3070 or PSY 3082 toward the four-course foundation electives requirement, not both.		
Applied Psychology Electives (0 – 3 credits)			Applied Psychology Electives (0 – 3 credits)		
PSY/PHI 3030	Thought and Reality**	3	PSY/PHI 3030	Thought and Reality**	3
PSY/PHI 3035	Philosophy of Psychology	3	PSY/PHI 3035	Philosophy of Psychology	3
PSY 3036	Psychology and Culture	3	PSY 3036	Psychology and Culture	3
PSY 3040-46	Special Topics in Psychology	3	PSY 3040-46	Special Topics in Psychology	3
PSY 3054	Psychology of Sleep	3	PSY 3054	Psychology of Sleep	3
PSY 3057	Psychology of Religion	3	PSY 3057	Psychology of Religion	3
PSY 3058	Small Group Processes	3	PSY 3058	Small Group Processes	3
PSY 3061	Psychology of Life Experience	3	PSY 3061	Psychology of Life Experience	3
PSY 3062	Psychology of Stress Management	3	PSY 3062	Psychology of Stress Management	3
PSY 3063	Health Psychology	3	PSY 3063	Health Psychology	3
PSY 3069	Psychology and the Law	3	PSY 3069	Psychology and the Law	3
PSY 3071	Psychology of Gender	3	PSY 3071	Psychology of Gender	3
PSY 3074	Psychological Aspects of Disabling Conditions	3	PSY 3074	Psychological Aspects of Disabling Conditions	3
PSY 3101	Political Psychology	3	PSY/ <u>POL</u> 3101	Political Psychology	3
PSY 3181	Industrial and Organizational Psychology	3	PSY 3181	Industrial and Organizational Psychology	3
PSY 3182	Interviewing Techniques	3	PSY 3182	Interviewing Techniques	3
PSY 3183	Psychology and Urban Problems	3	PSY 3183	Psychology and Urban Problems	3
PSY 3184	Leadership and Managerial Development	3	PSY 3184	Leadership and Managerial Development	3
PSY 3185	Environmental Psychology	3	PSY 3185	Environmental Psychology	3
PSY 3288	Psychology of Advertising	3	PSY 3288	Psychology of Advertising	3

PSY/ENG 3730	Literature and Psychology	3	PSY/ENG 3730	Literature and Psychology	3
PSY 4010	Diversity in the Workplace	3	PSY 4010	Diversity in the Workplace	3
PSY 4013	Advanced Personnel Psychology	3	PSY 4013	Advanced Personnel Psychology	3
PSY 4015	Emotions in the Workplace	3	PSY 4015	Emotions in the Workplace	3
PSY 4035	Practicum in Community Psychological Services	3	PSY 4035	Practicum in Community Psychological Services	3
PSY 5030- 5032	Research Practicum in Psychology I, II, and III ***	1-3	PSY 4039	<u>Psychopathology of Childhood</u>	3
** Students may use either PSY/PHI 3030 or PSY/PHI 3035 as an applied elective, not both.			PSY 4051	<u>Psychology of the Family</u>	3
*** Students must take a total of three hours			PSY 4900	<u>Psychological Approaches to Contemporary Problems</u>	3
			PSY 5030- 5032	Research Practicum in Psychology I, II, and III ***	1-3
			** Students may use either PSY/PHI 3030 or PSY/PHI 3035 as an applied elective, not both.		
			*** Students must take a total of three hours		

Rationale: The Department of Psychology is adding several courses to the applied electives list. PSY 4039 (Psychopathology of Childhood), PSY 4051 (Psychology of the Family), and PSY 4900 (Psychological Approaches to Contemporary Problems) are approved courses that were not included in the prior minor revision. PSY 3101 (Political Psychology) is a cross-listed course and thus should appear as PSY/POL 3101.

Section AIV: New Courses

AIV:10.1a. Fine and Performing Arts

Course Number: ART 3256

Title: History of Modern Architecture

Hours: 3.0

Credits: 3.0

Prerequisite: ART 1011 or ART 1012

Course Description: This global survey course traces developments in modern architecture from approximately 1800 to the present. The course will examine the built environment in terms of artistic issues specific to architecture and design, and will also analyze buildings in relation to the broader economic, social, and political forces that shape them. Both Western and non-Western examples will be discussed. The course will include field trips to major representative buildings and relevant exhibitions in New York City.

Rationale: This course adds a survey of modern architectural history to Baruch College art history offerings for the first time. In contrast to the existing course, Art 3254, "Architecture and the City," which has as its focus the City of New York, the proposed course is global in scope and comparative in its examination of Western and non-Western material. Therefore the course adds an elective about modern architecture in a global context to the ad hoc Art History major and the Tier III Art History minor that is especially suitable for students in New York City, who interact daily with their city's unparalleled architectural heritage. ART 3256 will be offered once every third semester, with a projected enrollment of 25 students. This course may be used as an elective within the ad hoc Art History major and the Tier III minor in Art, or as a general elective for the BA, BBA, and BS degrees.

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

Section AV: Changes in Existing Courses

AV.10:1b. Correction to Course Prefix and Description

FROM: MKT4966 Social Media Marketing and New Ventures		TO: MKT/ <u>MGT</u> 4966 Social Media Marketing and New Ventures	
Description	The objective of this course is to provide students with the requisite skills to understand and be able to identify business creation and marketing opportunities associated with the emerging social media. Similar to the real world business development process, this course is an eclectic combination of a variety of academic disciplines including small business studies, entrepreneurship, marketing, finance, computer information systems and political science. Specifically, the course is designed to have students understand the emerging social media "ecosystem" and	Description	The objective of this course is to provide students with the requisite skills to understand and be able to identify business creation and marketing opportunities associated with the emerging social media. Similar to the real world business development process, this course is an eclectic combination of a variety of academic disciplines including small business studies, entrepreneurship, marketing, finance, computer information systems and political science. Specifically, the course is designed to have students understand the emerging social media

	<p>how the social media phenomenon relates to business. Students will be able to define how social networking transforms their personal and professional relationships and ultimately answer the question: "So what can this social media stuff do for me?" To answer this question, students will learn the basic working of a business plan and be able to apply it to a social media new venture opportunity.</p>		<p>"ecosystem" and how the social media phenomenon relates to business. Students will be able to define how social networking transforms their personal and professional relationships and ultimately answer the question: "So what can this social media stuff do for me?" To answer this question, students will learn the basic working of a business plan and be able to apply it to a social media new venture opportunity. <u>(Credits may not be received for both MKT 4966 and MGT 4966)</u></p>
Prerequisites	MKT 4555	Prerequisites	MKT 4555

Rationale: The Prefix for MKT/MGT 4966 was mistakenly entered as MKT in the January 2010 Chancellor’s report. The prefix for the course, as approved through the curriculum process at Baruch College, should have been MKT/MGT, and “Credits may not be received for both MKT 4966 and MGT 4966” was mistakenly omitted from the course description.

The following recommendations of the Curriculum Committee were approved at the School of Public Affairs Faculty Meeting on September 28, 2010. They will be effective the Fall 2011 semester, pending approval of the Board of Trustees.

Section AVI: Courses Withdrawn

AVI:10.1p. The following course is withdrawn from the BSPA Program in the School of Public Affairs.

Program: BSPA

Program Code: 20526

HEGIS Code: 2102.00

Effective: Fall 2011

PAF 3801 Real Estate Construction Process: Building, Cost, and Management Issues
3 hours; 3 credits

This course presents the process of designing and building residential and commercial structures within the New York context. The course includes a focus on design, costing, construction site management, building code and clearance issues, and issues leading to the

certificate of occupancy. The course will include case examples from the New York area.

This course is cross listed with RES 3800. Credits will not be granted for both PAF 3801 and RES 3800. Students may take only one of these courses.

Prerequisite: PUB 1250, FIN 300 and pre-public affairs core or pre-business core or pre-arts and sciences core courses.

Rationale: PAF 3801 was part of the old Bachelor of Science in Real Estate and Metropolitan Development (BSREMD) degree program in the School of Public Affairs. As of fall 2006, admission into the Real Estate program in SPA was discontinued and the Real Estate major migrated over to the Zicklin School of Business. The remaining SPA Real Estate students have been phased out, so they no longer need PAF 3801 (which is currently cross-listed with RES 3800 in the Zicklin School of Business).

AVI:10.2p. The following course is withdrawn from the BSPA Program in the School of Public Affairs.

Program: BSPA

Program Code: 20526

HEGIS Code: 2102.00

Effective: Fall 2011

PAF 4701 Real Estate Development: Principles and Guidelines

3 hours; 3 credits

This semester-long course includes a broad survey and overview of real estate as development processes, as markets, and in terms of investment options and development choices. Market and financial feasibility issues are assessed, as they are critical for real estate development projects. The course includes an examination of development trends in the New York region as they affect real estate development options and decisions. Central to the course will be case studies of actual development projects and decisions including meetings with key stakeholders to review and understand their choices, costs, and decisions. The course focuses the students upon the stages of real estate development in residential and nonresidential real estate.

This course is cross listed with RES 3900. Credits will not be granted for both PAF 4701 and RES 3900. Students may take only one of these courses.

Prerequisite: at least three PAF courses at the 3000-level or above that are required for the B.S. in Real Estate and Metropolitan Development, and three REA or real estate LAW courses; or department permission.

Rationale: PAF 4701 was part of the old Bachelor of Science in Real Estate and Metropolitan Development (BSREMD) degree program in the School of Public Affairs. As of fall 2006, admission into the Real Estate program in SPA was discontinued and the Real Estate major migrated over to the Zicklin School of Business. The remaining SPA Real Estate students have

been phased out, so they no longer need PAF 4701 (which is currently cross-listed with RES 3900 in the Zicklin School of Business).

AVI:10.3p. The following course is withdrawn from the BSPA Program in the School of Public Affairs.

Program: BSPA

Program Code: 20526

HEGIS Code: 2102.00

Effective: Fall 2011

PAF 4702 Real Estate Development: Case Development

3 hours; 3 credits

This semester long course is an analysis of real estate development from the perspective of investors and developers. It includes a case specific development proposal that each student prepares as their final capstone project. These real estate development proposals based upon real development prices are then presented to a panel of outside development professionals as part of the final class project.

This course is cross listed with RES 4900. Credits will not be granted for both PAF 4702 and RES 4900. Students may take only one of these courses.

Prerequisite: At least three real estate courses in real estate and metropolitan development, PAF 4701 or RES 3900, or departmental permission.

Rationale: PAF 4702 was part of the old Bachelor of Science in Real Estate and Metropolitan Development (BSREMD) degree program in the School of Public Affairs. As of fall 2006, admission into the Real Estate program in SPA was discontinued and the Real Estate major migrated over to the Zicklin School of Business. The remaining SPA Real Estate students have been phased out, so they no longer need PAF 4702 (which is currently cross-listed with RES 4900 in the Zicklin School of Business).