

Baruch College

Chancellor’s University Report – Part A: Academic Matters

Section AllI: Changes in Degree Programs

AllI: 1.1 The following revisions are proposed for the BBA in BBA in Computer Information Systems (Computer Information Systems Track) in the Zicklin School of Business

Program: **BBA in Computer Information Systems (Computer Information Systems Track)**

Program Code: 21849

MHC Program Code: 60006

HEGIS Code: 0702.00

Effective: Fall 2019

From:	BBA in BBA in Computer Information Systems (Computer Information Systems Track)		To:	BBA in BBA in Computer Information Systems (Computer Information Systems Track)	
Course	Description	Crd	Course	Description	Crd
Required Courses		42	Required Courses		<u>15</u>
CIS 3100	Object Oriented Programming I	3	<u>CIS 2300</u>	<u>Programming and Computational Thinking</u>	<u>3</u>
>>>>	>>>>	>>	Choose from <u>CIS 3100, or</u> <u>CIS 3110, or</u> <u>CIS 3120[±]</u>	<u>Object Oriented Programming I, or</u> <u>Object Oriented Programming with Java,</u> <u>or Programming for Analytics</u>	3
CIS 3400	Database Management I	3	CIS 3400	Database Management I	3
CIS 4800	Systems Analysis and Design	3	CIS 4800	Systems Analysis and Design	3
CIS5800	Information Technology Development and Project Management	3	CIS 5800	Information Technology Development and Project Management	3

Elective Courses (12 credits)		Crd	Elective Courses (<u>9 credits and at least 3 credits should be from a course at the 4000 level</u>)		Crd
>>>>	>>>>	>>	<u>CIS 3100</u>	<u>Object Oriented Programming I</u>	<u>3</u>
>>>>	>>>>	>>	<u>CIS 3110</u>	<u>Object Oriented Programming with Java</u>	<u>3</u>
CIS 3120	Programming for Analytics	3	CIS 3120	Programming for Analytics	3
CIS 3150	Introduction to Semantic Technologies	3	CIS 3150	Introduction to Semantic Technologies	3
CIS 3367	Spreadsheet Applications in Business	3	CIS 3367	Spreadsheet Applications in Business	3
CIS 3444	e-Business Technologies	3	CIS 3444	e-Business Technologies	3
CIS 3500	Networks and Telecommunications I	3	CIS 3500	Networks and Telecommunications I	3
CIS 3550	Cybersecurity	3	CIS 3550	Cybersecurity	3
CIS 3630	Principles of Web Design	3	CIS 3630	Principles of Web Design	3
CIS 3700	Green IT	3	CIS 3700	Green IT	3
CIS 3710	Foundations of Business Analytics	3	CIS 3710	Foundations of Business Analytics	3
CIS 3750	Social Media Technologies in Organizations	3	CIS 3750	Social Media Technologies in Organizations	3
CIS 3770	Usability, Privacy and Security	3	CIS 3770	Usability, Privacy and Security	3
CIS/STA 3920	Data Mining for Business Analytics	3	<u>CIS 3920/</u> <u>STA 3920</u>	Data Mining for Business Analytics	3
CIS 4100	Object Oriented Programming II		CIS 4100	Object Oriented Programming II	3
CIS 4110	Object Oriented Programming II with Java	3	<<<<<	<<<<<	<<
CIS 4160	Web Applications Development	3	CIS 4160	Web Applications Development	3
CIS/STA 4170	Data Visualization	3	<u>CIS 4170/</u> <u>STA 4170</u>	Data Visualization	3
CIS 4350	Information Technology Audit	3	CIS 4350	Information Technology Audit	3
CIS 4400	Data Warehousing for Analytics	3	CIS 4400	Data Warehousing for Analytics	3

CIS 4500	Networks and Telecommunications II	3	CIS 4500	Networks and Telecommunications II	3
CIS 4620	Financial Information Technologies	3	CIS 4620	<u>FinTech: Principles and Applications</u>	3
CIS 4093	Special Topics in Computer Information Systems (3 credits)	3	CIS 4093	Special Topics in Computer Information Systems (3 credits)	3
OPR 3300	Quantitative Methods for Accounting*	3	OPR 3300	Quantitative Methods for Accounting*	3
OPR 3450	Quantitative Decision Making for Business I**	3	OPR 3450	Quantitative Decision Making for Business I**	3
>>>>	>>>>	>>	<u>STA 4920</u>	<u>Advanced Data Mining</u>	<u>3</u>

* Students may not receive credit for both OPR 3450 and OPR 3300.
 ** Students receiving credit for MGT 3500 (Introduction to Management Science) will not receive credit for OPR 3450.
 † If you have used one of these programming courses (CIS 3100, CIS 3110, CIS 3120) as a required course, you may use the others as electives.

Rationale: The new course CIS 2300 is added to this track. For a second programming course, students will have an option to choose between CIS 3100 and CIS 3120. The two-course sequence will ensure students will have stronger programming skills. STA 4920 is also added as an elective to the general CIS track so the students will have a wider choice of courses.

All: 1.2 The following revisions are proposed for the BBA in BBA in Computer Information Systems (Data Analytics Track) in the Zicklin School of Business

Program: **BBA in Computer Information Systems (Data Analytics Track)**

Program Code: 21849

MHC Program Code: 60006

HEGIS Code: 0702.00

Effective: Fall 2019

From:	BBA in Computer Information Systems (Data Analytics Track)		To:	BBA in Computer Information Systems (Data Analytics Track)	
Course	Description	Crd	Course	Description	Crd
Required Courses		12	Required Courses		<u>15</u>

>>>>>	>>>>>	>>	<u>CIS 2300</u>	<u>Programming and Computational Thinking</u>	<u>3</u>
CIS 3120	Programming for Analytics	3	CIS 3120	Programming for Analytics	3
CIS 3400	Database Management I	3	CIS 3400	Database Management I	3
CIS /STA 3920	Data Mining for Business Analytics	3	CIS 3920 / STA 3920	Data Mining for Business Analytics	3
CIS 4400	Data Warehousing for Analytics	3	CIS 4400	Data Warehousing for Analytics	3
Elective Courses		12	Elective Courses		<u>9</u>
CIS 3100	Object-Oriented Programming I	3	CIS 3100	Object-Oriented Programming I	3
CIS 3150	Introduction to Semantic Technologies	3	CIS 3150	Introduction to Semantic Technologies	3
CIS 3710	Foundations of Business Analytics	3	CIS 3710	Foundations of Business Analytics	3
>>>>>	>>>>>	>>	<u>CIS 4093</u>	<u>Special Topics in CIS (with permission)</u>	<u>3</u>
CIS/STA 4170	Data Visualization	3	<u>CIS 4170 / STA 4170</u>	Data Visualization	3
STA 3154	Business Statistics II	3	STA 3154	Business Statistics II	3
STA 3155	Regression and Forecasting Models for Business Applications	3	STA 3155	Regression and Forecasting Models for Business Applications	3
>>>>>	>>>>>	>>	<u>STA 4920</u>	<u>Advanced Data Mining</u>	<u>3</u>
OPR 3450	Quantitative Decision Making for Business I	3	OPR 3450	Quantitative Decision Making for Business I *	3
OPR 3451	Quantitative Decision Making for Business II	3	OPR 3451	Quantitative Decision Making for Business II	3
MKT 4123	Marketing Web Analytics and Intelligence	3	MKT 4123	Marketing Web Analytics and Intelligence	3
MKT 4561	Marketing Analytics	3	MKT 4561	Marketing Analytics	3
>>>>>	>>>>>	>>	<u>* Students receiving credit for MGT 3500 (Introduction to Management Science) will not receive credit for OPR 3450.</u>		

Rationale: The new course CIS 2300 is added to this track. CIS 4093 and STA 4920 are also added as electives to the general Data Analytics track so the students will have a wider choice of courses. Also, the qualification for OPR 3450, which already exists in the general course catalog, is reproduced here to eliminate possible confusion by students.

All: 1.3 The following revisions are proposed for the BBA in Computer Information Systems (Information Risk Management and Cybersecurity Track in the Zicklin School of Business

Program: **BBA in Computer Information Systems (Information Risk Management and Cybersecurity Track)**

Program Code: 21849

MHC Program Code: 60006

HEGIS Code: 0702.00

Effective: Fall 2019

From:			To:		
BBA in Computer Information Systems (Information Risk Management and Cybersecurity Track)			BBA in Computer Information Systems (Information Risk Management and Cybersecurity Track)		
Course	Description	Crd	Course	Description	Crd
Required Courses -15 credits		15	Required Courses – 15 credits		15
CIS 3100	Object Oriented Programming I	3	<u>CIS 2300</u>	<u>Programming and Computational Thinking</u>	<u>3</u>
CIS 3400	Database Management Systems I	3	CIS 3400	Database Management Systems I	3
CIS 3500	Networks and Telecommunications I	3	CIS 3500	Networks and Telecommunications I	3
CIS 3550	Cybersecurity	3	CIS 3550	Cybersecurity	3
CIS 4350	Information Technology Audit	3	CIS 4350	Information Technology Audit	3
Elective Courses (9 credits)			Crd	<u>Elective Courses – (9 credits and at least 6 credits must be from the CIS courses)</u>	
				Crd	

>>>>>	>>>>>	>>	<u>CIS 3100</u>	<u>Object Oriented Programming I</u>	<u>3</u>
CIS 4110	Object Oriented Programming II with Java	3	<u>CIS 3110</u>	<u>Object Oriented Programming with Java</u>	3
CIS 3120	Programming for Analytics	3	CIS 3120	Programming for Analytics	3
CIS 3750	Social Media Technologies in Organizations	3	CIS 3750	Social Media Technologies in Organizations	3
CIS 3770	Usability, Privacy and Security	3	CIS 3770	Usability, Privacy and Security	3
>>>>>	>>>>>	>>	<u>CIS 3920/STA 3920</u>	<u>Data Mining for Business Analytics</u>	<u>3</u>
>>>>>	>>>>>	>>	<u>CIS 4093</u>	<u>Special Topics in CIS (with a departmental permission)</u>	<u>3</u>
CIS 4100	Object Oriented Programming II	3	CIS 4100	Object Oriented Programming II	3
CIS 4160	Web Applications Development	3	CIS 4160	Web Applications Development	3
CIS 4500	Networks and Telecommunications II	3	CIS 4500	Networks and Telecommunications II	3
CIS 4620	Financial Information Technologies	3	CIS 4620	<u>FinTech: Principles and Applications</u>	3
CIS 4800	Systems Analysis and Design	3	CIS 4800	Systems Analysis and Design	3
>>>>>	>>>>>	>>	<u>LAW 3108</u>	<u>Law and the Internet*</u>	<u>3</u>
>>>>>	>>>>>	>>	<u>LAW 3250</u>	<u>Financial Regulation of Emerging Technologies*</u>	<u>3</u>
>>>>>	>>>>>	>>	<u>LAW 3350</u>	<u>Corporate Compliance, Governance & Whistleblowing*</u>	<u>3</u>
				<u>* Only one LAW course can be included as an elective.</u>	

Rationale: The new course CIS 2300 is added to this track. CIS 3920, CIS 4093, STA 3920, STA 4920, LAW 3108, LAW 3250, and LAW 3350 are also added as electives to the Cybersecurity Track so the students will have a wider choice of courses. Adding CIS 3920 / STA 3920 will allow students to broaden their skill set, especially since a forensic analysis after a cyberattack requires analytical skills to search the network logs for evidence of how the attack took place. Adding CIS

4093 is useful because a developmental new course would be useful for this track, given the rapid change of cybersecurity technologies and issues. On the advice of the Cybersecurity Advisory Board, cybersecurity professionals must be adept at understanding policies, regulations, and the associated compliance procedures. The Law Department currently offers a number of courses that are directly related to cyber law (LAW 3108), or have a heavy component related to compliance (LAW 3250, LAW 3350). These regulations are distinct from the auditing procedures included in CIS 4350 (IT Auditing). Students may select only one of these law courses.

All: 2.1 The following revisions are proposed for minor in Computer Applications in Business in the Zicklin School of Business

From: Minor in Computer Application in Business			To: Minor in Computer Application in Business		
Course	Description	Crd	Course	Description	Crd
Choose any three of the following (All Prerequisites must be satisfied): 9 credits			Choose any three of the following (All Prerequisites must be satisfied): 9 credits		<u>9</u>
>>>>>	>>>>>	>>	<u>CIS 2300</u>	<u>Programming and Computational Thinking</u>	<u>3</u>
CIS 3100	Object Oriented Programming I	3	CIS 3100	Object Oriented Programming I	3
>>>>>	>>>>>	>>	<u>CIS 3110</u>	<u>Object Oriented Programming II with Java</u>	<u>3</u>
CIS 3120	Programming for Analytics	3	<u>CIS 3120</u>	<u>Programming for Analytics</u>	<u>3</u>
CIS 3367	Spreadsheet Applications in Business	3	CIS 3367	Spreadsheet Applications in Business	3
CIS 3400	Database Management I	3	CIS 3400	Database Management I	3
CIS 3444	e-Business Technologies	3	CIS 3444	e-Business Technologies	3
CIS 3500	Networks and Telecommunications I	3	CIS 3500	Networks and Telecommunications I	3
CIS 3550	Cybersecurity	3	CIS 3550	Cybersecurity	3
CIS 3630	Principles of Web Design	3	CIS 3630	Principles of Web Design	3
CIS 3700	Green IT	3	CIS 3700	Green IT	3
CIS 3710	Foundations of Business Analytics	3	CIS 3710	Foundations of Business Analytics	3
CIS 3750	Social Media Technologies in Organizations	3	CIS 3750	Social Media Technologies in Organizations	3

CIS 3770	Usability, Privacy and Security	3	CIS 3770	Usability, Privacy and Security	3
CIS/STA 3920	Data Mining for Business Analytics	3	<u>CIS 3920 / STA 3920</u>	Data Mining for Business Analytics	3
CIS 4100	Object Oriented Programming II	3	CIS 4100	Object Oriented Programming II	3
CIS 4110	Object Oriented Programming II with Java	3	<<<<<	<<<<<	<<
CIS 4160	Web Applications Development	3	CIS 4160	Web Applications Development	3
CIS/STA 4170	Data Visualization	3	<u>CIS 4170/ STA 4170</u>	Data Visualization	3
CIS 4350	Information Technology Audit	3	CIS 4350	Information Technology Audit	3
CIS 4400	Data Warehousing for Analytics	3	CIS 4400	Data Warehousing for Analytics	3
CIS 4500	Networks and Telecommunications II	3	CIS 4500	Networks and Telecommunications II	3
CIS 4610	Expert (Knowledge-Based) Systems and Related Technologies	3	CIS 4610	Expert (Knowledge-Based) Systems and Related Technologies	3
CIS 4620	Financial Information Technologies	3	CIS 4620	<u>FinTech: Principles and Applications</u>	3
CIS 4650	Operating Systems Concepts	3	CIS 4650	Operating Systems Concepts	3
CIS 4093	Special Topics in Computer Information Systems (3 credits)	3	CIS 4093	Special Topics in Computer Information Systems (3 credits)	3
CIS 4800	Systems Analysis and Design	3	CIS 4800	Systems Analysis and Design	3
OPR 3300	Quantitative Methods for Accountancy*	3	OPR 3300	Quantitative Methods for Accountancy*	3
OPR 3450	Quantitative Decision Making for Business*	3	OPR 3450	Quantitative Decision Making for Business*	3

*Students may not receive credit for both OPR 3450 and OPR 3300.

* Students receiving credit for MGT 3500 (Introduction to Management Science) will not receive credit for OPR 3450.

Rationale: The new course CIS 2300 will be a prerequisite for most of the programming courses. Adding it here will allow students to take these higher-level programming courses.

All: 3.1 The following revisions are proposed for minor in Data Analytics in Business in the Zicklin School of Business

From	Minor in Data Analytics		To	Minor in Data Analytics	
Course	Description	Crd	Course	Description	Crd
Required Courses (6 Credits)			Required Courses (6 Credits)		
CIS 3120	Programming for Analytics	3	CIS 2300	<u>Programming and Computational Thinking</u>	<u>3</u>
CIS/STA 3920	Data Mining for Business Analytics	3	<u>CIS 3920/ STA 3920</u>	Data Mining for Business Analytics	3
Elective Courses (3 Credits)			Elective Courses (3 Credits)		
>>>>>	>>>>>	>>	CIS 3120	<u>Programming for Analytics</u>	<u>3</u>
CIS 3400	Database Management I	3	CIS 3400	Database Management I	3
CIS/STA 4170	Data Visualization	3	<u>CIS 4170/ STA 4170</u>	Data Visualization	3
CIS 4400	Data Warehousing for Analytics	3	CIS 4400	Data Warehousing for Analytics	3
STA 3154	Business Statistics II	3	STA 3154	Business Statistics II	3
STA 3155	Regression and Forecasting Models for Business Applications	3	STA 3155	Regression and Forecasting Models for Business Applications	3
MKT 4123	Marketing Web Analytics and Intelligence	3	MKT 4123	Marketing Web Analytics and Intelligence	3
MKT 4561	Marketing Analytics	3	MKT 4561	Marketing Analytics	3
MGT 3500*	Management Science	3	MGT 3500*	Management Science	3
OPR 3450*	Quantitative Decision Making for Business I	3	OPR 3450*	Quantitative Decision Making for Business I	3
* Students receiving credit for MGT 3500 (Introduction to Management Science) will not receive credit for OPR 3450.					

Rationale: The new course CIS 2300 will be a prerequisite for most of the programming courses. Adding it here will allow students to take these higher-level programming courses.

All:4.1 The following revisions are proposed for Technology, Business and the Internet minor for non-business majors

From	Minor in Technology, Business and the internet minor for non-business major		To	Minor in Technology, Business and the Internet for non-business major	
Course	Description	Crd	Course	Description	Crd
Choose any three of the following (All Prerequisites must be satisfied): 9 credits			Choose any three of the following (All Prerequisites must be satisfied): 9 credits		
>>>>	>>>>	>>	<u>CIS 2300</u>	<u>Programming and Computational Thinking</u>	<u>3</u>
CIS 3100	Object-Oriented Programming I	3	CIS 3100	Object-Oriented Programming I	3
CIS 3367	Spreadsheet Applications in Business	3	CIS 3367	Spreadsheet Applications in Business	3
CIS 3400	Database Management Systems I	3	CIS 3400	Database Management Systems I	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
CIS 4800	Systems Analysis and Design	3	CIS 4800	Systems Analysis and Design	3
LAW 3108	Law and the Computer	3	LAW 3108	Law and the Internet	3
MKT 4555	Internet Marketing	3	MKT 4555	Internet Marketing	3

Rationale: The new course CIS 2300 will be a prerequisite for most of the programming courses. Adding it here will allow students to take these higher-level programming courses.

The following recommendations of the committee on Undergraduate Curriculum were approved at the Zicklin School of Business faculty Meeting on May 10, 2018 effective Fall 2019 semester pending approval of the Board of Trustees.

Section AIV: New Course

AIV:1.

CUNYfirst Course ID	
Department(s)	Paul H. Chook Department of Information Systems and Statistics
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	CIS
Course Prefix	CIS
Course Number	2300
Course Title	Programming and Computational Thinking
Catalogue Description	<p>Computational thinking is a fundamental skill for everyone, irrespective of the discipline, for whom the focus is on solving problems. The goal of this course is to equip students with the basic ability to use computational principles such as abstraction, decomposition, and divide and conquer. The course will introduce students to basic programming constructs (such as control statements) and data structures to facilitate learning of these computational principles. This course is intended for students with little or no computing background.</p> <p>Note: Students cannot get credit for both CIS 2300 and MTH 3300 (Algorithms, Computers, and Programming I). CIS majors will be required to take an additional CIS course if receiving credit for MTH 3300 to satisfy 24-credit requirement for the CIS major.</p>
Pre/ Co Requisites	Pre- or co-requisite CIS 2200
Credits	3
Contact Hours	3
Liberal Arts	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Course Attribute (e.g. Writing Intensive, Honors,	

etc)	
Course Applicability	<input type="checkbox"/> x_ 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
Effective Term	Fall 2019 (With some pilot sections offered in Spring 2019.)

Rationale: This new course is introduced and designed out of concerns that before the students start programming, they need to have a better grasp of the fundamental principles and concepts of problem formulation and problem solving. The course will be offered twice every year in fall and spring. It will be a required course for all 3 tracks of the CIS major (the general track, the data analytics track, and the cybersecurity track). It is expected to enroll approximately 200 students per year. The department plans to pilot this new course in Spring 2019. This is to prepare the students for the degree changes that will be effective in Fall 2019.

Section AV: Changes in Existing Courses

AV:1 Change in course prerequisites and course description to be offered in the Paul H. Chook Department of Information Systems & Statistics

CUNYFirst Course ID	090595		
FROM		TO	
Department	Paul H. Chook Department of Information Systems & Statistics	Department	Paul H. Chook Department of Information Systems & Statistics
Course	CIS 3100 Object-Oriented Programming I	Course	CIS 3100 Object-Oriented Programming I
Pre-requisite	CIS 2200 or equivalent , No ZICK or ZKTP code required	Pre-requisite	<u>CIS 2300 or equivalent</u> , No ZICK or ZKTP code required
Hours	3	Hours	3
Credits	3	Credits	3
Description	This course emphasizes an object-oriented approach to solving computer programming problems. Using these	Description	This course emphasizes an object-oriented approach to solving computer programming problems. Using these

	<p>techniques leads to shorter system development life cycles, increased programmer productivity, code reusability, and reduced system maintenance costs. This course provides a thorough, practical knowledge of object-oriented programming methods. Students learn the principles underlying programming using a language such as C++.</p> <p>This is the first part of a two-semester sequence. No prior knowledge of computer programming is required.</p>		<p>techniques leads to shorter system development life cycles, increased programmer productivity, code reusability, and reduced system maintenance costs. This course provides a thorough, practical knowledge of object-oriented programming methods. Students learn the principles underlying programming using a language such as C++.</p> <p>This is the first part of a two-semester sequence. No prior knowledge of computer programming is required.</p> <p><u>Note: Students cannot get credit for both CIS 3100 and MTH 4300 (Algorithms, Computers, and Programming II). CIS majors will be required to take an additional CIS course if receiving credit for MTH 4300 to satisfy 24-credit requirement for the CIS major.</u></p>
Requirement Designation	Business	Requirement Designation	Business
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 <input type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Gen Ed Flexible	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"/> 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 Term	Fall 2019		

Rationale: The new prerequisite course CIS 2300 will focus on the basics of problem formulation, problem solving, and programming. Thus, CIS 2300 will be a more suitable prerequisite for CIS 3100, which covers object-oriented programming.

AV:1.2 Changes course prerequisites and course description to be offered in the Paul H. Chook Department of Information Systems & Statistics

CUNYFirst Course ID	130262		
FROM		TO	
Departments	Paul H. Chook Department of Information Systems & Statistics	Department	Paul H. Chook Department of Information Systems & Statistics
Course	CIS 3120 Programming for Analytics	Course	CIS 3120 Programming for Analytics
Pre-requisite	CIS 2200; No ZICK or ZKTP code required	Pre-requisite	<u>CIS 2300 or equivalent</u> ; No ZICK or ZKTP code required
Hours	3	Hours	3
Credits	3	Credits	3
Description	This course introduces the aspects of programming that can support business analytics. The course introduces students to programming (using a language such as python) and its uses in business analytics. The course covers hands-on issues in programming for analytics which include accessing data, creating informative data graphics, writing	Description	This course introduces the aspects of programming that can support business analytics. The course covers hands-on issues in programming for analytics which include accessing data, creating informative data graphics, writing functions, debugging, and organizing and commenting code.

	functions, debugging, and organizing and commenting code.		
Requirement Designation	Business	Requirement Designation	Business
Liberal Arts	[] Yes [x] No	Liberal Arts	[] Yes [x] 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 <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	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
Effective Term	Fall 2019		

Rationale: The new prerequisite course CIS 2300 will focus on the basics of problem formulation, problem solving, and programming. Thus CIS 2300 will be a more suitable prerequisite for CIS 3120, which covers data analytics and object-oriented programming.

AV:1.3 Change in course number, course prerequisites, course title, course description to be offered in the Paul H. Chook Department of Information Systems & Statistics

CUNYFirst Course ID	109074		
FROM		TO	
Departments	Paul H. Chook Department of Information Systems & Statistics	Department	Paul H. Chook Department of Information Systems & Statistics
Course	CIS 4110 Object-Oriented Programming II with Java	Course	<u>CIS 3110 Object-Oriented Programming with Java</u>
Pre-requisite	CIS 3100	Pre-requisite	<u>CIS 2300 or equivalent</u>
Hours	3	Hours	3
Credits	3	Credits	3
Description	This is the second course in a two-course sequence in object-oriented programming. This course covers advanced programming constructs needed to implement object hierarchies. Topics include classes, objects, inheritance, polymorphism, searching, sorting, data structures, file, streams, and exception handling. Students will be required to write several programs using these concepts.	Description	This course covers advanced programming constructs needed to implement object hierarchies. Topics include classes, objects, inheritance, polymorphism, searching, sorting, data structures, file, streams, and exception handling. Students will be required to write several programs using these concepts. <u>Note: Students may not get credit for both CIS 4110 and CIS 3110.</u>
Requirement Designation	Business	Requirement Designation	Business
Liberal Arts	[] Yes [x] No	Liberal Arts	[] Yes [x] 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 <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	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
Effective Term	Fall 2019		

Rationale: CIS 4110 is an introductory course on programming in Java and requires that students are familiar with logical problem solving and basic programming concepts, which were covered in CIS 3100 (a C++ programming course). However, their coverage has now been moved to the new course (CIS 2300), which will focus on the basics of problem formulation, problem solving, and programming. With CIS 2300 as its new and only prerequisite, CIS 4110 should be renumbered as CIS 3110.

AV:1.4 Change in course prerequisites to be offered in the Paul H. Chook Department of Information Systems & Statistics

CUNYFirst Course ID	090624		
FROM		TO	
Departments	Paul H. Chook Department of Information Systems & Statistics	Department	Paul H. Chook Department of Information Systems & Statistics
Course	CIS 4160 Web Applications Development	Course	CIS 4160 Web Applications Development
Pre-requisite	CIS 3100 or equivalent and CIS 3400	Pre-requisite	<u>[CIS 2300 or CIS 3100 or CIS 3120 or equivalent]</u> and CIS 3400
Hours	3	Hours	3
Credits	3	Credits	3
Description	This course is an introduction to N-Tiered Web Development with HTML, CSS, JavaScript, and Object-Oriented Programming. By the end of this course, the student should be able to design Web pages with HTML and CSS, handle client error checking using JavaScript on Web sites, apply OO concepts (i.e. encapsulation, inheritance, and polymorphism) to implement middle-tier and data access classes and build database driven applications using SQL. Students are expected to complete several assignments to build the skill set.	Description	This course is an introduction to N-Tiered Web Development with HTML, CSS, JavaScript, and Object-Oriented Programming. By the end of this course, the student should be able to design Web pages with HTML and CSS, handle client error checking using JavaScript on Web sites, apply OO concepts (i.e. encapsulation, inheritance, and polymorphism) to implement middle-tier and data access classes and build database driven applications using SQL. Students are expected to complete several assignments to build the skill set.
Requirement Designation	Business	Requirement Designation	Business
Liberal Arts	[] Yes [x] No	Liberal Arts	[] Yes [x] No
Course Attribute (e.g. Writing Intensive, Honors, etc)		Course Attribute (e.g. Writing Intensive, Honors, etc)	
Course		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	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
Effective Term	Fall 2019		

Rationale: With the introduction of a new basic course in programming (CIS 2300) we need to update the prerequisite structure of this course. Under this proposal both CIS 2300 and CIS 3120 can satisfy one component of the prerequisite. The other two prerequisites – CIS 3100 and CIS 3400 – remain unchanged to accommodate the students who may have already taken CIS 3100 at Baruch College, until the transition to the new course structure is fully phased in.

AV:1.5 Change in course prerequisites to be offered in the Paul H. Chook Department of Information Systems & Statistics

CUNYFirst Course ID	090643		
FROM		TO	
Departments	Paul H. Chook Department of Information Systems & Statistics	Department	Paul H. Chook Department of Information Systems & Statistics
Course	CIS 4620 Financial Information Technologies	Course	CIS 4620 <u>FinTech: Principles and Applications</u>
Pre-requisite	CIS 3100 and CIS 3400	Pre-requisite	<u>[CIS 2300 or CIS 3100 or CIS 3120 or equivalent]</u> and CIS 3400
Hours	3	Hours	3
Credits	3	Credits	3
Description	The purpose of this course is to provide students with an understanding of, and practical experience with the information technologies employed by financial services firms that focus on capital markets. Topics covered include information systems for trade order management, order routing, order matching, algorithmic trading, clearing and settlement, risk management, and market data. Students will develop software that interacts with industry-leading commercial financial data providers.	Description	The purpose of this course is to provide students with an understanding of, and practical experience with the information technologies employed by financial services firms that focus on capital markets. Topics covered include information systems for trade order management, order routing, order matching, algorithmic trading, clearing and settlement, risk management, and market data. Students will develop software that interacts with industry-leading commercial financial data providers.
Requirement Designation	Business	Requirement Designation	Business
Liberal Arts	[] Yes [x] No	Liberal Arts	[] Yes [x] 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 <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	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
Effective Term	Fall 2019		

Rationale: With the introduction of a new basic course in programming (CIS 2300) we need to update the prerequisite structure of this course. Under this proposal both CIS 2300 and CIS 3120 can satisfy one component of the prerequisite. The other two prerequisites – CIS 3100, and CIS 3400 – remain unchanged to accommodate the students who may have already taken CIS 3100 at Baruch College, until the transition to the new course structure is fully phased in. The course title is being updated to better reflect the scope and aim of the course, using the term most readily associated with a course in financial IT (FinTech) in the workplace.

AV:1.6 Change in course prerequisites to be offered in the Paul H. Chook Department of Information Systems & Statistics

CUNYFirst Course ID	090648		
FROM		TO	
Departments	Paul H. Chook Department of Information Systems & Statistics	Department	Paul H. Chook Department of Information Systems & Statistics
Course	CIS 4800 Systems Analysis and Design	Course	CIS 4800 Systems Analysis and Design
Pre-requisite	CIS 3100 and CIS 3400	Pre-requisite	<u>[CIS 2300 or CIS 3100 or CIS 3120 or equivalent]</u> and CIS 3400
Hours	3	Hours	3
Credits	3	Credits	3
Description	This course introduces students to the theory and concepts underlying the development of building management information systems. Students do feasibility analysis; application analysis, including modeling of processes, data, and constraints; and transformation of analysis results into a design for a specific hardware/software environment, including program specifications and test design. The course includes many practical exercises using a computer-aided software engineering (CASE) tool.	Description	This course introduces students to the theory and concepts underlying the development of building management information systems. Students do feasibility analysis; application analysis, including modeling of processes, data, and constraints; and transformation of analysis results into a design for a specific hardware/software environment, including program specifications and test design. The course includes many practical exercises using a computer-aided software engineering (CASE) tool.
Requirement Designation	Business	Requirement Designation	Business
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	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"/> 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
Effective Term	Fall 2019		

Rationale: With the introduction of a new basic course (CIS 2300) we need to update the prerequisite structure of this course. Under this proposal both CIS 2300 and CIS 3120 can satisfy one component of the prerequisite. The other two prerequisites – CIS 3100, and CIS 3400 – remain unchanged to accommodate the students who may have already taken CIS 3100 at Baruch College, until the transition to the new course structure is fully phased in.

PART A: ACADEMIC MATTERS

All: 1.1 The following revisions are proposed for the MS in Accountancy in the Zicklin School of Business

Program: MS in Accountancy (CPA Program)

HEGIS Code: 0502.00

Program Code: 19218

Effective: Fall 2019

From: MS in Accountancy (CPA Program)			To: MS in Accountancy (CPA Program)		
Course	Description	Crs	Course	Description	Crs
Preliminary Courses (subject to waiver)			Preliminary Courses (subject to waiver)		
English language modules in American English Pronunciation and Grammar Troubleshooting offered by the Division of Continuing and Professional Studies are required for non-native English speakers, and may be waived based on a waiver exam.			English language modules in American English Pronunciation and Grammar Troubleshooting offered by the Division of Continuing and Professional Studies are required for non-native English speakers, and may be waived based on a waiver exam.		
General Business Requirements (36 credits)			General Business Requirements (36 credits)		
Students with appropriate background will be able to reduce the number of required credits in general business requirements, with the exception of BUS 9557.			Students with appropriate background will be able to reduce the number of required credits in general business requirements, with the exception of BUS 9557.		
BUS 9557	Managerial Skills for Accountancy Professionals (not subject to waiver)	3	BUS 9557	Managerial Skills for Accountancy Professionals (not subject to waiver)	3
CIS 9004	Information Systems for Managers I	4.5	<u>CIS 9000</u>	<u>Information Technology Strategy</u>	<u>3</u>
ECO 9730	Fundamentals of Microeconomics	1.5	ECO 9730	<u>Firms in the Global Economy</u>	1.5
ECO 9740	Fundamentals of Macroeconomics	1.5	ECO 9740	Fundamentals of Macroeconomics	1.5
FIN 9770	Financial Decision Making	3	FIN 9770	<u>Corporate Finance</u>	3
LAW 9800	Business Contracts and Law of	4	LAW 9800	<u>Intensive Survey of Business</u>	4

	Corporation			<u>Contracts and Law of Corporations</u>	
MGT 9300	Management: A Behavioral Approach	3	<u>MGT 9301</u>	<u>Managing People and Organizations</u>	<u>3</u>
MKT 9703	Marketing Management	3	<u>MKT 9703</u>	<u>Marketing Management</u>	<u>3</u>
STA 9708	Applied Statistical Analysis for Business Decisions	3	<u>STA 9708</u>	<u>Managerial Statistics</u>	<u>3</u>
Additional advanced business (Zicklin) courses in areas other than accounting and taxation.		12.5	<u>Additional advanced business (Zicklin) courses in areas other than accounting and taxation.</u>		<u>11</u>
CPA Accounting and Taxation Requirements (34 credits)			CPA Accounting and Taxation Requirements (34 credits)		
BUS 9556	Communication for Accounting Managers (subject to waiver)	0			
<u>ACC 9112</u>	<u>Financial Accounting: Intensive</u>	<u>3</u>	<u>ACC 9112</u>	<u>Financial Accounting: Intensive</u>	<u>3</u>
<u>ACC 9804</u>	<u>Intermediate Financial Accounting</u>	<u>4</u>	<u>ACC 9804</u>	<u>Intermediate Financial Accounting</u>	<u>4</u>
<u>ACC 9805</u>	<u>Advanced Financial Accounting</u>	<u>4</u>	<u>ACC 9805</u>	<u>Advanced Financial Accounting</u>	<u>4</u>
<u>ACC 9811</u>	<u>Managerial Accounting Theory and Practice</u>	<u>4</u>	<u>ACC 9811</u>	<u>Managerial Accounting Theory and Practice</u>	<u>4</u>
<u>ACC 9821</u>	<u>Auditing</u>	<u>4</u>	<u>ACC 9821</u>	<u>Auditing</u>	<u>4</u>
<u>TAX 9861*</u>	<u>Federal Income Taxation: Theory and Practice</u>	<u>3</u>	<u>TAX 9861*</u>	<u>Federal Income Taxation: Theory and Practice</u>	<u>3</u>
<u>TAX 9878*</u>	<u>Taxation of Business Entities</u>	<u>3</u>	<u>TAX 9878*</u>	<u>Taxation of Business Entities</u>	<u>3</u>
At least two electives to be selected from the following:			At least two electives to be selected from the following:		
<u>ACC 9810</u>	<u>Current Topics in Financial Accounting</u>	<u>3</u>	<u>ACC 9810</u>	<u>Current Topics in Financial Accounting</u>	<u>3</u>
<u>ACC 9806</u>	<u>Financial Statement Analysis and Reporting</u>	<u>3</u>	<u>ACC 9806</u>	<u>Financial Statement Analysis and Reporting</u>	<u>3</u>
<u>ACC 9815</u>	<u>Advanced Managerial Accounting</u>	<u>3</u>	<u>ACC 9815</u>	<u>Advanced Managerial Accounting</u>	<u>3</u>
<u>ACC 9993**</u>	<u>Special Topics in Accounting</u>	<u>3</u>	<u>ACC 9993**</u>	<u>Special Topics in Accounting</u>	<u>3</u>
To achieve the minimum of 30 credits required to earn the MS in accountancy, students with baccalaureate degrees in accountancy who have taken equivalent courses to those listed above and earned a grade of B or better may			<u>After application of waivers, students may choose any Zicklin graduate electives to complete the degree credit requirements of the MSA. This does not include courses on the list of general business requirements that have been</u>		

choose electives from among any Zicklin graduate courses for which the prerequisites have been met. (This does not include courses on the list of general business requirements that have been waived.)	waived.
*Students may substitute TAX 9863 for TAX 9861 and TAX 9866 for TAX 9878 with permission of the department.	*Students may substitute TAX 9863 for TAX 9861 and TAX 9866 for TAX 9878 with permission of the department.
**May take more than once with different topics; topics may include: forensic accounting, advanced accounting, cases in business/accounting.	**May take more than once with different topics; topics may include: forensic accounting, advanced accounting, cases in business/accounting.

Rationale: Changes to courses CIS 9001 (number, name, number of credits), ECO 9730 (name), FIN 9770 (name), LAW 9800 (name), MGT 9300 (number, name), STA 9708 (name), and number of credits assigned to “Additional advanced business (Zicklin) courses in areas other than accounting and taxation” have already been changed for the MBA and are now being updated for the MS to recognize those changes and be aligned with the MBA courses. Class BUS 9556 has been replaced by BUS 9557.

All: 2.1 The following revisions are proposed for the MS in Marketing in the Zicklin School of Business

Program: M.S. in Marketing, Analytics Track

HEGIS Code: 0509.00

Program Code: 79231

Effective: Spring 2019

From: MS in Marketing, Analytics track			To: MS in Marketing, Analytics track		
English Proficiency Requirements if applicable			English Proficiency Requirements if applicable		
Students who completed their undergraduate education in a non-English speaking country will be required to take non-credit bearing modules in Grammar Troubleshooting and American English Pronunciation offered by the Division of Continuing and Professional Studies. These modules may be waived based on a waiver exam. The modules are not required for students who completed a four-year degree in an English speaking country.			Students who completed their undergraduate education in a non-English speaking country will be required to take non-credit bearing modules in Grammar Troubleshooting and American English Pronunciation offered by the Division of Continuing and Professional Studies. These modules may be waived based on a waiver exam. The modules are not required for students who completed a four-year degree in an English speaking country.		
Course	Description	Crs	Course	Description	Crs
Courses in Specialization (total credits)			Courses in Specialization (total credits)		
Required Courses (12 credits)			Required Courses (12 credits)		
MKT 9702	Marketing Research	3	MKT 9702	Marketing Research	
MKT 9703	Marketing Management	3	MKT 9703	Marketing Management	
MKT 9716	Consumer Behavior	3	MKT 9716	Consumer Behavior	
MKT 9759	Marketing Consulting Practicum	1.5	MKT 9759	Marketing Consulting Practicum	
BUS 9551	Business Communication I	1.5	BUS 9551	Business Communication I	
Elective Courses (15 credits)			Elective Courses (15 credits)		
Choose 9 credits from the list below			Choose 9 credits from the list below		

			<u>MKT 9XXX</u>	<u>Marketing Analytics with Big Data</u>	<u>3</u>
MKT 9728	Media Planning in the Digital World	3	MKT 9728	Media Planning in the Digital World	3
MKT 9738	Web Analytics and Intelligence	3	MKT 9738	Web Analytics and Intelligence	3
MKT 9740	Data-driven Marketing Strategy	3	MKT 9740	Data-driven Marketing Strategy	3
MKT 9780	Digital Marketing	3	MKT 9780	Digital Marketing	3
MKT 9782	Search Engine Marketing	1.5	MKT 9782	Search Engine Marketing	1.5
MKT 9783	Social Media Marketing	1.5	MKT 9783	Social Media Marketing	1.5
MKT 9785	Digital Marketing Strategy	3	MKT 9785	Digital Marketing Strategy	3
MKT 9796	Special Topics in Marketing Analytics	1.5	MKT 9796	Special Topics in Marketing Analytics	1.5
MKT 9797	Special Topics in Marketing Analytics	3	MKT 9797	Special Topics in Marketing Analytics	3
STA 9661	Multivariate Statistics for Business Analytics**	3	STA 9661	Multivariate Statistics for Business Analytics**	3
Choose up to 6 credits from any 9000-level course in the Department of Marketing and International Business. Students can also choose from the following:			Choose up to 6 credits from any 9000-level course in the Department of Marketing and International Business. Students can also choose from the following:		
CIS 9467	Business Modeling with Spreadsheets	3	CIS 9467	Business Modeling with Spreadsheets	3
STA 9660 / CIS 9660	Data Mining for Business Analytics**	3	STA 9660 / CIS 9660	Data Mining for Business Analytics**	3
STA 9700	Applied Regression Analysis**	3	STA 9700	Applied Regression Analysis**	3
STA 9705	Multivariate Statistical Methods***	3	STA 9705	Multivariate Statistical Methods***	3
STA 9750/OPR 9750	Software Tools for Data Analysis**	3	STA 9750/OPR 9750	Software Tools for Data Analysis**	3

Rationale: Marketing Analytics with Big Data has been added as a new elective. Marketing data is evolving. Increasing number of organizations are using the power of Data to create marketing strategies in order to give the consumers an

individualized experience. Through Use cases, and Data Analysis, this course aims at teaching students, skills to use for different roles within the Marketing Analytics function across different industries. The course will be offered each semester as an elective in the Marketing Analytics Major. It has been offered as a special topics course during recent semesters and has attracted students.

This course was previously offered as a Special Topics course. Students cannot re-take the course for credit if they have taken the Special Topics course with same/similar title.

All: 3.1 The following revisions are proposed for the MS in Information Systems in the Zicklin School of Business

Program: MS in Information Systems

HEGIS Code: 0701.00

Program Code: 79233

Effective: Fall 2019

From: MS in Information Systems			To: MS in Information Systems		
Course	Description	Crs	Course	Description	Crs
Total Credits Needed for Degree: 31.5			Total Credits Needed for Degree: 31.5		
Required (13.5 credits)			Required (13.5 credits)		
BUS 9551	Business Communication I	1.5	BUS 9551	Business Communication I	1.5
CIS 9000*	Information Technology Strategy	3	CIS 9000*	Information Technology Strategy	3
CIS 9340	Principles of Database Management Systems	3	CIS 9340	Principles of Database Management Systems	3
CIS 9490	Systems Analysis and Design	3	CIS 9490	Systems Analysis and Design	3
CIS 9590	Information Systems Development	3	CIS 9590**	Information Systems Development	3
Electives (18 credits)			Electives (18 credits)		
CIS Electives: Choose 12 – 18 credits from the list below.			CIS Electives: Choose 12-18 credits from the list below. <u>If you plan to specialize in one of the concentrations (Data Analytics or Cybersecurity and Information Assurance), please ensure that you take the appropriate electives specific to those tracks.</u>		

BUS 9801, 9802, 9803	Graduate Internship I, II, III (in IS)	3	BUS 9801, 9802, 9803	Graduate Internship I, II, III (in IS)	3
CIS 9230	Globalization and Technology	3	CIS 9230	Globalization and Technology	3
CIS 9240	Sustainability and IT	3	CIS 9240	Sustainability and IT	3
CIS 9310	Object-Oriented Programming I	3	CIS 9310	Object-Oriented Programming I	3

CIS 9350	Networks and Telecommunications	3	CIS 9350	Networks and Telecommunications	3
CIS 9355	Cybersecurity	3	CIS 9355	Cybersecurity	<u>3</u>
CIS 9375	Social Technology and Business	3	CIS 9375	Social Technology and Business	3
CIS 9410	Object-Oriented Programming II	3	CIS 9410	Object-Oriented Programming II	3
CIS 9440	Data Warehousing and Analytics	3	CIS 9440	Data Warehousing and Analytics	3
CIS 9444	e-Business Principles and Technologies	3	CIS 9444	e-Business Principles and Technologies	3
CIS 9445	Digital Media Management	3	CIS 9445	Digital Media Management	3
CIS 9467	Business Modeling with Spreadsheets	3	CIS 9467	Business Modeling with Spreadsheets	3
CIS 9480	IT Project Management	3	CIS 9480	IT Project Management	3
CIS 9550	Emerging Trends in Information Technologies	3			
CIS 9555	Information Technology in Financial Markets	3	CIS 9555	Information Technology in Financial Markets	3
CIS 9556	Risk Management Systems	3	CIS 9556	Risk Management Systems	3
CIS 9557	Business Analytics	3	CIS 9557	Business Analytics	3
CIS 9650	Programming for Analytics	3	CIS 9650	Programming for Analytics	3
CIS 9655	Data Visualization	3	CIS 9655	Data Visualization	3

CIS/STA 9660	Data Mining for Business Analytics	3	CIS/STA 9660	Data Mining for Business Analytics	3
CIS 9700	Integrating Information Technology and Business Processes	3	CIS 9700	Integrating Information Technology and Business Processes	3
CIS 9791	Special Topics in Information Technologies	1.5	CIS 9791	Special Topics in Information Technologies	1.5
CIS 9793 (formerly CIS-9771)	Special Topics in Information Technologies	3	CIS 9793	Special Topics in Information Technologies	3
CIS 9795	Special Topics in Information Systems Strategy	1.5	CIS 9795	Special Topics in Information Systems Strategy	1.5
CIS 9797	Special Topics in Information Systems Strategy	3	CIS 9797	Special Topics in Information Systems Strategy	3

(formerly CIS 9775)					
CIS 955X	Information Technology Audit	3	CIS <u>9558</u>	Information Technology Audit	3
Business Electives: Choose 0-6 credits from the list below:			<u>Zicklin</u> Electives: Choose 0-6 credits from the list below:		
OPR 9721	Introduction to Quantitative Modeling	3	OPR 9721	Introduction to Quantitative Modeling	3
STA 9708	Applied Statistical Analysis for Business Decisions	3	STA 9708	Applied Statistical Analysis for Business Decisions	3
ACC 9110	Financial Accounting	3	ACC 9110	Financial Accounting	3
ACC 9810	Contemporary Topics in Accounting	3	ACC 9810***	Contemporary Topics in Accounting	3
ACC 9993	Special Topics in Accounting	3	ACC 9993***	Special Topics in Accounting	3
FIN 9770	Corporate Finance	3	FIN 9770	Corporate Finance	3
MGT 9700*	Managing Business Operations	3	MGT 9700*	Managing Business Operations	3
<p>* CIS 9001 and CIS 9002 may be used in lieu of CIS 9000 to satisfy the degree requirements. MGT 9702 and 9704 may be used in lieu of MGT 9700 to satisfy the degree requirements.</p>			<p>* CIS 9001 and CIS 9002 may be used in lieu of CIS 9000 to satisfy the degree requirements. MGT 9702 and 9704 may be used in lieu of MGT 9700 to satisfy the degree requirements. <u>CIS 9001, CIS 9002, MGT 9702 and MGT 9704 are no longer offered at Baruch College.</u></p> <p><u>** CIS 9590 is the capstone course for the program. It should be taken at the end as a culminating experience.</u></p> <p><u>*** Advanced Tax courses may be taken in lieu of the Accounting courses to satisfy the CPA requirements with departmental permission.</u></p>		

Concentration in Data Analytics:	Concentration in Data Analytics:
Students will take all required courses (13.5 credits) and will select 9 – 12 credits from the following list of electives. To complete the remaining 6 – 9 elective credits, students will select from the information systems and business electives listed above.	Students will take all required courses (13.5 credits) and will <u>take at least 9 credits</u> from the following list of electives. To complete the remaining 6 – 9 elective credits, students will select from the <u>CIS and Zicklin</u> electives listed above.

CIS/STA 9660	Data Mining for Business Analytics	3	CIS/STA 9660	Data Mining for Business Analytics	3
CIS 9310 (OR)	Object-Oriented Programming I	3	CIS 9310 (OR)	Object-Oriented Programming I	3
CIS 9650	Programming for Analytics	3	CIS 9650	Programming for Analytics	3
CIS 9440	Data Warehousing and Analytics	3	CIS 9440	Data Warehousing and Analytics	3
CIS 9655	Data Visualization	3	CIS 9655	Data Visualization	3

			<u>Concentration in Cybersecurity and Information Assurance:</u>		
			Students will take all required courses (13.5 credits) and will <u>take the three courses listed below. To complete the remaining 9 elective credits, students will select from the CIS and Zicklin electives listed above.</u>		
			<u>CIS 9350</u>	<u>Networks and Telecommunications</u>	<u>3</u>
			<u>CIS 9355</u>	<u>Cybersecurity</u>	<u>3</u>
			<u>CIS 9558</u>	<u>IT Audit</u>	<u>3</u>

English Proficiency Requirements Students who completed their undergraduate education in a non-English speaking country will be required to take non-credit bearing modules in Grammar Troubleshooting and American English

Pronunciation offered by the Division of Continuing and Professional Studies. These modules may be waived based on a waiver exam. The modules are not required for students who completed a four-year degree in an English-speaking country.

Rationale: There is an acute need for professionals who understand various aspects of cyber security given the dramatic increase in targeted on attacks on organizations' data assets over the Internet. Two of the courses needed to get the concentration have been offered regularly in the past. The department recently started offering the course on IT Audit (CIS 9558) that together with our extant courses on Cybersecurity (CIS 9355) and Networks and Telecommunications (9350) provide the basis for this concentration. The new concentration – Cybersecurity and Information Assurance – would provide students with the needed skillset to develop and secure an organization's IT infrastructure.

Approved by the department GCC on March 27, 2018.

Change or Adapt a Registered Program

Use the [Request to Change or Adapt a Registered Program](#) form to request program changes that require approval by the State Education Department (see chart).^{*} For **programs that are registered jointly** with another institution, all participating institutions must confirm support for the changes.

Exceptions:

- To change a registered professional licensure program or add a license qualification to an existing program, contact the [Office of the Professions](#) for guidance.
- To change a registered teacher certification or educational leadership certification program or add a certificate qualification to an existing program, use the education program change form.

Changes and Adaptations Requiring State Education Department Approval

Changes in Program Content (all programs)

1. Any of the following substantive changes:
 - Cumulative change from the Department's last approval of the registered program of one-third or more of the minimum credits required for the award (e.g., 20 credits in an associate degree program)
 - Changes in the program's focus or design (e.g., eliminating management courses in a business administration program), including a change in the program's major disciplinary area
 - Adding or eliminating an option or concentration
 - Eliminating a requirement for completion, including an internship, clinical, cooperative education, or other work-based experience

Other Changes (all programs)

2. Program title
3. Program award (e.g., change in degree)
4. Mode of delivery (**Note:** if the change involves adding a **distance education format** to a registered program, please complete the [distance education application](#).)
5. Discontinuing a program
6. A format change that alters the program's financial aid eligibility (e.g., from full-time to part-time, or to an abbreviated or accelerated semester)

Establishing New Programs Based on Existing Registered Programs

8. Creating a dual-degree program from existing registered programs
9. Creating a new program from a concentration/track in an existing registered program

PLEASE NOTE:

Establishing an existing program at a new location requires new registration of the program. If the requested action changes the program's major disciplinary area, master plan amendment may be needed if the revised program represents the institution's first program in that major subject area, at that degree level. If a requested **degree title** is not authorized for an institution chartered by the Board of Regents, charter amendment will be needed.

* **CUNY and SUNY** institutions: contact System Administration for guidance.



NEW YORK STATE EDUCATION DEPARTMENT

Office of Higher Education—Office of College and University Evaluation 89
Washington Avenue, Albany, NY 12234

(518) 474-2593 Fax: (518) 486-2779

ocueinfo@mail.nysed.gov

<http://www.highered.nysed.gov/ocue/>

Request to Change or Adapt a Registered Program

Item	Response <i>(type in the requested information)</i>
Institution name and address	Baruch College <i>Additional information:</i> <ul style="list-style-type: none"> ▪ Specify campus where program is offered, if other than the main campus:
Identify the program you wish to change	Program title: M.S. in Information Systems <u>Award</u> (e.g., B.A., M.S.): M.S. Credits: 31.5 credits HEGIS code: 0701.00 <u>Program code</u> : 79233
Contact person for this proposal	Name and title: Marios Koufaris, Chair, Paul H. Chook Department of Information Systems and Statistics Telephone: 646-312-3373 Fax: 646-312-3351 E-mail: marios.koufaris@baruch.cuny.edu
CEO (or designee) approval	Name and title: Signature and date:
<i>Signature affirms the institution's commitment to support the program as revised.</i>	If the program will be registered jointly ¹ with another institution, provide the following information:
	Partner institution's name: Name and title of partner institution's CEO: Signature of partner institution's CEO:

- For **programs that are registered jointly** with another institution, all participating institutions must confirm their support of the changes.
- To change a registered professional licensure program or add a license qualification to an existing program, contact the [Office of the Professions](#) for guidance.
- To change a registered teacher certification or educational leadership certification program or add a certificate qualification to an existing program, use the education program change form.
- If the change involves **establishing an existing registered program at a new location**, complete a new registration application for the proposed program.

¹ If the partner institution is non-degree-granting, see CEO Memo 94-04 at www.highered.nysed.gov/ocue/ceo94-04.htm.

Check all changes that apply and provide the requested information.

Changes in Program Content (*Describe and explain all proposed changes; provide a side-by-side comparison of the existing and newly modified programs.*)

- Cumulative change from the Department's last approval of the registered program that impacts one-third or more of the minimum credits required for the award (e.g., 20 credits in an associate degree program)
- Changes in a program's focus or design
- Adding or eliminating an option or concentration
- Eliminating a requirement for program completion
- Altering the liberal arts and science content in a way that changes the degree classification, as defined in Section 3.47(c)(1-4) of [Regents Rules](#)

If new courses are being added as part of the noted change(s), provide a syllabus for each new course and list the name, qualifications, and relevant experience of faculty teaching the course(s). Syllabi should include a course description and identify course credit, objectives, topics, student outcomes, texts/resources, and the basis for determining grades.

Other Changes (*describe and explain all proposed changes*)

- Program title**
 - Program award**
 - Mode of Delivery** (**Note:** if the change involves adding a **distance education format** to a registered program, please complete the [distance education application](#).)
 - Discontinuing a program:** indicate the date by which the program will be discontinued.²
 - Format change** (e.g., from full-time to part-time, or to an abbreviated or accelerated semester)
 - a) Indicate proposed format:
 - b) Describe availability of courses and any change in faculty, resources, or support services:
 - c) Use the Sample Program Schedule to show the sequencing and scheduling of courses in the program.
-

²If any students do not complete the program by the proposed termination date, the institution must request an extension of the registration period for the program or make other arrangements for those students.

Establishing New Programs Based on Existing Registered Programs

[] **Creating a dual-degree program** from existing registered programs

a) Complete the following table to identify the existing programs:

	Program Title	Degree Award	Program Code
Program 1			
Program 2			

b) Proposed dual-degree program (title and award):³

c) Courses that will be counted toward both awards:

d) Length of time for candidates to complete the proposed program:

e) Use the Sample Program Schedule to show the sequencing and scheduling of courses in the dual-degree program.

[] **Creating a new program from a concentration/track in an existing program.**

If the new program is based **entirely** on existing courses in a registered program, provide the current program name, program code, and the following information:

Note: this abbreviated option applies only if a master plan amendment is NOT required **and** there are no new courses or changes to program admissions and evaluation elements. If these conditions are not met, submit a new registration application for the proposed program.

a) Information from the Application for Registration of a New Program form: cover page (page 1), Sample Program Schedule form, and faculty information charts (full-time faculty, part-time faculty, and faculty to be hired)

b) Brief description of the proposed program and rationale for converting the existing coursework to a separately registered program:

c) Expected impact on existing program:

d) Adjustments the institution will make to its current resource allocations to support the program:

e) Statement confirming that the admission standards and process and evaluation methods are the same as those in the existing registered program:

Note: if the change involves **establishing an existing registered program at a new location**, complete a new registration application for the proposed program.

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³Only candidates with the capacity to complete the requirements of both degrees shall be admitted to a dual-degree program.

All: 4.1 The following revisions are proposed for the One-Year Business Administration in the Zicklin School of Business

Program: One-Year Business Administration

HEGIS Code: 0506.00

Program Code: 38422

Effective: Fall, 2019

From: One-Year Business Administration			To: <u>Accelerated Business Administration</u>		
Format: Cohort-Based Full-Time			Format: <u>Non-Cohort-Based Full- or Part-Time</u>		
Curriculum: 42 credits			Curriculum: 42 credits		
Foundational/Fundamental Skills (18 credits required)			Foundational/Fundamental Skills (18 credits required)		
Course #	Title	Cr.	Course #	Title	Cr.
BUS 9558*	Strategic Business Communication	3.0	BUS 9558*	Strategic Business Communication	3.0
ECO 9730	Firms in the Global Economy	1.5	ECO 9730	Firms in the Global Economy	1.5
IBS 9600	Introduction to International Business	1.5	IBS 9600	Introduction to International Business	1.5
LAW 9201	Overview of Business Law and Ethics	1.5	LAW 9201	Overview of Business Law and Ethics	1.5
MGT 9200	Business and Society Relationships	1.5	MGT 9200	Business and Society Relationships	1.5
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
STA 9708	Managerial Statistics	3	STA 9708	Managerial Statistics	3
Functional Skills (at least 2 courses required; advised based on background)			Functional Skills (at least 2 courses required; advised based on background)		
Course #	Title	Cr.	Course #	Title	Cr.
ACC 9110	Financial Reporting	3	ACC 9110	Financial Reporting	3
CIS 9000	Information Technology Strategy	3	CIS 9000	Information Technology Strategy	3
CIS 9557	Business Analytics	3	CIS 9557	Business Analytics	3
FIN 9770	Corporate Finance	3	FIN 9770	Corporate Finance	3
MGT 9700	Managing Business Operations	3	MGT 9700	Managing Business Operations	3
MGT 9973	Managing Creativity, Ideation and Innovation in Startups	3	MGT 9973	Managing Creativity, Ideation and Innovation in Startups	3

	and Corporations			and Corporations	
MKT 9703	Marketing Management	3	MKT 9703	Marketing Management	3
Culminating Experience (3 cr.)			Culminating Experience (3 cr.)		
Course #	Title	Cr.	Course #	Title	Cr.
BUS 9601	Business Consulting	3	BUS 9601	Business Consulting	3
Electives (15 credits required)			Electives (15 credits required)		
Course #	Title	Cr.	Course #	Title	Cr.
	Career Path Electives of Choice	15		Career Path Electives of Choice	15
Total Credits		42	Total Credits		42

*BUS 9558 replaced previous courses BUS 9551 and 9552/9553.

Rationale

We request changing program registration from “One-Year Business Administration” (a.k.a. “One-Year MBA”) to “Accelerated Business Administration” (a.k.a. “Accelerated MBA”) and delivery format from a cohort-based full-time 12 month program to a non-cohort-based full- or part-time program that students could complete in 19 – 24 months. Those students with more flexibility may be able to complete the MBA in 12 months if course scheduling allows.

The One-Year MBA is designed as a cohort-based accelerated program specifically targeting candidates with undergraduate business degrees so that 6 credits of the general business courses in the regular MBA program are waived. In order to fulfil the 12-month completion commitment, this program requires that 1) students must be full-time time, and 2) 18 credits of the foundational courses must be offered in summer with an intensive format that prevents other MBA students from taking these courses. Unfortunately, the overall declining of full-time MBA enrollment nationwide in recent years has had a significant impact on the enrollment of this program, resulting in lower resource utilization and higher cost of delivery than originally anticipated.

The change requested primarily relates to the delivery format of this MBA program: all other curricular and degree requirements remain the same, such as the 42-credit curriculum, the admission requirement, and the career services to students. Qualified candidates will still enjoy the reduced credits for the degree requirement, and the evening class schedule will enable working professionals to take advantage of this program and still permit international candidates to enroll as full-time students by taking 9 credits at night in each fall and spring while pursuing curriculum-based internship opportunities during the day. In addition to the scheduling flexibility offered to students, the new format will also allow sharing of selected courses with regular full-time and part-time MBA candidates and potentially MS degree candidates, which will maximize resource utilization and reduce the delivery cost of the MBA program and graduate programs in general. The flexible scheduling of the Accelerated MBA program will permit qualified candidates to complete the degree requirement in 19 - 24 months, compared to the 36-42 months that a typical part-time MBA students would need to complete the degree. For some qualified students, it is possible that the MBA degree could be completed even faster than 19 months if they are able to take on more credits during the semester, or if certain day-time courses are taken during fall and spring semesters, or if students are able to complete more courses during the summer sessions.

Change or Adapt a Registered Program

Use the [Request to Change or Adapt a Registered Program](#) form to request program changes that require approval by the State Education Department (see chart).^{*} For **programs that are registered jointly** with another institution, all participating institutions must confirm support for the changes.

Exceptions:

- To change a registered professional licensure program or add a license qualification to an existing program, contact the [Office of the Professions](#) for guidance.
- To change a registered teacher certification or educational leadership certification program or add a certificate qualification to an existing program, use the education program change form.

Changes and Adaptations Requiring State Education Department Approval

Changes in Program Content (all programs)

1. Any of the following substantive changes:

- Cumulative change from the Department's last approval of the registered program of one-third or more of the minimum credits required for the award (e.g., 20 credits in an associate degree program)
- Changes in the program's focus or design (e.g., eliminating management courses in a business administration program), including a change in the program's major disciplinary area
- Adding or eliminating an option or concentration
- Eliminating a requirement for completion, including an internship, clinical, cooperative education, or other work-based experience
- Altering the liberal arts and science content in a way that changes the degree classification, as defined in Section 3.47(c)(1-4) of [Regents Rules](#)

Other Changes (all programs)

2. Program title
3. Program award (e.g., change in degree)
4. Mode of delivery (**Note:** if the change involves adding a **distance education format** to a registered program, please complete the [distance education application](#).)
5. Discontinuing a program
6. A format change that alters the program's financial aid eligibility (e.g., from full-time to part-time, or to an abbreviated or accelerated semester)
7. A change in the total number of credits of any certificate or advanced certificate program

Establishing New Programs Based on Existing Registered Programs

8. Creating a dual-degree program from existing registered programs
9. Creating a new program from a concentration/track in an existing registered program

PLEASE NOTE:

Establishing an existing program at a new location requires new registration of the program. If the requested action changes the program's major disciplinary area, master plan amendment may be needed if the revised program represents the institution's first program in that major subject area, at that degree level. If a requested **degree title** is not authorized for an institution chartered by the Board of Regents, charter amendment will be needed.

^{*} CUNY and SUNY institutions: contact System Administration for guidance.



NEW YORK STATE EDUCATION DEPARTMENT
Office of Higher Education—Office of College and University Evaluation
89 Washington Avenue, Albany, NY 12234
(518) 474-2593 Fax: (518) 486-2779
ocueinfo@mail.nysed.gov
<http://www.highered.nysed.gov/ocue/>

Request to Change or Adapt a Registered Program	
Item	Response (type in the requested information)
Institution name and address	CUNY Baruch College Zicklin School of Business 55 Lexington Ave New York, NY 10010
Identify the program you wish to change	Program title: One-Year Business Administration Award (e.g., B.A., M.S.): MBA Credits: 42 HEGIS code: 0506.00 Program code : 38422
Contact person for this proposal	Name and title: Qing Hu, Senior Associate Dean for Academic Affairs and Innovation Telephone: 646-312-3049 Fax: 646-312-3031 E-mail: Qing.Hu@baruch.cuny.edu
CEO (or designee) approval	Name and title: H. Fenwick Huss, Dean, Zicklin School of Business Signature and date:

<i>Signature affirms the institution's commitment to support the program as revised.</i>	If the program will be registered jointly ² with another institution, provide the following information:
	Partner institution's name: Name and title of partner institution's CEO: Signature of partner institution's CEO:

- For **programs that are registered jointly** with another institution, all participating institutions must confirm their support of the changes.
- To change a registered professional licensure program or add a license qualification to an existing program, contact the [Office of the Professions](#) for guidance.
- To change a registered teacher certification or educational leadership certification program or add a certificate qualification to an existing program, use the education program change form.
- If the change involves **establishing an existing registered program at a new location**, complete a new registration application for the proposed program.

Check all changes that apply and provide the requested information.

Changes in Program Content (*Describe and explain all proposed changes; provide a side-by-side comparison of the existing and newly modified programs.*)

² If the partner institution is non-degree-granting, see CEO Memo 94-04 at www.highered.nysed.gov/ocue/ceo94-04.htm.

- Cumulative change from the Department's last approval of the registered program that impacts one-third or more of the minimum credits required for the award (e.g., 20 credits in an associate degree program)
- Changes in a program's focus or design
- Adding or eliminating an option or concentration
- Eliminating a requirement for program completion
- Altering the liberal arts and science content in a way that changes the degree classification, as defined in Section 3.47(c)(1-4) of [Regents Rules](#)

If new courses are being added as part of the noted change(s), provide a syllabus for each new course and list the name, qualifications, and relevant experience of faculty teaching the course(s). Syllabi should include a course description and identify course credit, objectives, topics, student outcomes, texts/resources, and the basis for determining grades.

Other Changes (*describe and explain all proposed changes*)

- Program title**
- Program award**
- Mode of Delivery** (Note: if the change involves adding a **distance education format** to a registered program, please complete the [distance education application](#).)
- Discontinuing a program:** indicate the date by which the program will be discontinued.³

³ If any students do not complete the program by the proposed termination date, the institution must request an extension of the registration period for the program or make other arrangements for those students.

[X] **Format change** (e.g., from full-time to part-time, or to an abbreviated or accelerated semester)

a) Indicate proposed format:

b) Describe availability of courses and any change in faculty, resources, or support services:

c) Use the Sample Program Schedule to show the sequencing and scheduling of courses in the program.

Establishing New Programs Based on Existing Registered Programs

[] **Creating a dual-degree program** from existing registered programs

- a) Complete the following table to identify the existing programs:

	Program Title	Degree Award	Program Code
Program 1			
Program 2			

- b) Proposed dual-degree program (title and award):⁴
c) Courses that will be counted toward both awards:
d) Length of time for candidates to complete the proposed program:
e) Use the Sample Program Schedule to show the sequencing and scheduling of courses in the dual-degree program.

⁴ Only candidates with the capacity to complete the requirements of both degrees shall be admitted to a dual-degree program.

[] **Creating a new program from a concentration/track in an existing program.**

If the new program is based **entirely** on existing courses in a registered program, provide the current program name, program code, and the following information:

Note: this abbreviated option applies only if a master plan amendment is NOT required **and** there are no new courses or changes to program admissions and evaluation elements. If these conditions are not met, submit a new registration application for the proposed program.

- a) Information from the Application for Registration of a New Program_form: cover page (page 1), Sample Program Schedule form, and faculty information charts (full-time faculty, part-time faculty, and faculty to be hired)
- b) Brief description of the proposed program and rationale for converting the existing coursework to a separately registered program:
- c) Expected impact on existing program:
- d) Adjustments the institution will make to its current resource allocations to support the program:
- e) Statement confirming that the admission standards and process and evaluation methods are the same as those in the existing registered program:

Note: if the change involves **establishing an existing registered program at a new location**, complete a new registration application for the proposed program.

September 2009

Comparison of Changes Requested

Program Features	Registered Program	Requested Program
Title	One-Year Business Administration	Accelerated Business Administration
Degree Awarded	MBA	MBA
Total Credits	42	42
Format	<ul style="list-style-type: none"> • Cohort based curriculum 	<ul style="list-style-type: none"> • Non-cohort based curriculum

	<ul style="list-style-type: none"> • Starts in summer • Completes in 12 months 	<ul style="list-style-type: none"> • Starts in Summer, Fall, or Spring • Completes in 19-24 months
Target Population	<ul style="list-style-type: none"> • Full-time students • International students 	<ul style="list-style-type: none"> • Part-time professionals • International students

Rationale for the Change

We request changing program registration from “One-Year Business Administration” (a.k.a. “One-Year MBA”) to “Accelerated Business Administration” (a.k.a. “Accelerated MBA”) and delivery format from a cohort-based 12 month full-time program to a non-cohort-based full- or part-time program that students could complete in 19 – 24 months. Those students with more flexibility may be able to complete the MBA in 12 months if course scheduling allows.

The One-Year MBA is designed as a cohort-based accelerated program specifically targeting candidates with undergraduate business degrees so that 6 credits of the general business courses in the regular MBA program are waived. In order to fulfil the 12-month completion commitment, this program requires that 1) students must be full-time time, and 2) 18 credits of the foundational courses must be offered in summer with an intensive format that prevents other MBA students from taking these courses. Unfortunately, the overall declining of full-time MBA enrollment nationwide in recent years has had a significant impact on the enrollment of this program, resulting in lower resource utilization and higher cost of delivery than originally anticipated.

The change requested primarily relates to the format of offering this MBA program, all other curricular and degree requirements remain the same, i.e., the 42-credit curriculum, the admission requirement, and the career services to students. Qualified candidates will still enjoy the reduced credits for degree requirement, and the evening class schedule will enable working professionals to take advantage of this program and still permit international candidates to enroll as full-time students by taking 9 credits in each Fall and Spring while pursuing curriculum-based internship opportunities during the day time. In addition to the scheduling flexibility offered to students, the new format will also allow sharing of selected courses with regular full-time and part-time MBA candidates and potentially MS degree candidates, which will maximize resource utilization and reducing delivery cost of the MBA program and graduate programs in general.

The flexible scheduling of the Accelerated MBA program will permit qualified candidates to complete the degree requirement in 19 - 24 months, compared to the 36-42 months a typical part-time MBA students would need to complete the degree. For some qualified students, it is possible that the MBA degree could be completed even faster than 19 months if they are able to take on more credits during the semester, or if certain day-time courses are taken during Fall and Spring semesters, or if students are able to complete more courses during the summer sessions. Typical 19-months and 24-months course plans are listed below.

Sample Course Plan for 19-Month Program *(total nights per week in a given semester could be up to 4; students may take advantage of Friday, weekend, and online courses when available)*

Semester	Courses	Days	Load	Cr.	Semester Cr.
SUMMER I	BUS 9558	5 week summer 1	2 nights per week	3	6
	MGT 9600	5 week summer 2	2 nights per week	3	
FALL I	STA 9708	PMW	2 nights per week	3	9
	MGT 9301	QMW	2 nights per week	3	
	LAW 9201 / MGT 9200	PTR	2 nights per week	3	
SPRING I	ECO 9730 1.5/IBS 9600 1.5	PTR	2 nights per week	3	9
	FUNCTIONAL SKILL	student's choice	2 nights per week	3	
	ELECTIVE	student's choice	2 nights per week	3	
SUMMER II	FUNCTIONAL SKILL	student's choice	2 nights per week	3	9
	ELECTIVE	student's choice	2 nights per week	3	
	ELECTIVE	student's choice	2 nights per week	3	
FALL II	ELECTIVE	student's choice	2 nights per week	3	9
	ELECTIVE	student's choice	2 nights per week	3	
	BUS 9601	Thursday	1 night per week	3	
				Total Cr.	42

Sample Course Plan for 24-Month Program *(total nights per week in a given semester could be up to 4; students may take advantage of Friday, weekend, and online courses when available)*

Semester	Courses	Days	Load	Cr.	Semester Cr.
FALL I	STA 9708	PMW	2 nights per week	3	9
	LAW 9201/MGT 9200	QMW	2 nights per week	3	
	BUS 9558	Thursday	1 night per week	3	
SPRING I	MGT 9301	student's choice	2 nights per week	3	
	MGT 9600	student's choice	2 nights per week	3	

	FUNCTIONAL SKILL	student's choice	2 nights per week	3	9
SUMMER I	FUNCTIONAL SKILL	5 week summer 1	2 nights per week	3	
	ELECTIVE	5 week summer 2	2 nights per week	3	6
FALL II	ELECTIVE	student's choice	2 nights per week	3	
	ELECTIVE	student's choice	2 nights per week	3	
	ECO 9730/IBS 9600	PTR	2 nights per week	3	9
SPRING II	ELECTIVE	student's choice	2 nights per week	3	
	ELECTIVE	student's choice	2 nights per week	3	
	BUS 9601	Wednesday	1 night per week	3	9
				Total Cr.	42

Section AIV: New Courses**AIV.1.1**

CUNYfirst Course ID	
Department(s)	Allen G. Aaronson Department of Marketing and International Business
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	Business Analytics
Course Prefix	BUS
Course Number	9420
Course Title	Communications and Ethics for Business Analytics
Catalogue Description	We live in an era characterized by collection of fine-grained data about all aspects of our lives and the use of sophisticated techniques to mine that data. Big Data has the potential to dramatically improve our lives by helping firms and individuals make data-driven decisions. However, significant risks still remain as algorithms enabled by big data supplant human judgement, upending our conceptions of privacy and fairness. This course will provide a broad overview of the ethical and legal implications of the use of big data. In addition, business analytics professionals need to convey quantitative information to diverse audiences when discussing the broader ethical implications; this course will help students improve their communication skills.
Pre or Corequisite	None
Credits	3
Contact Hours	3
Liberal Arts	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Course Attribute	

(e.g. Writing Intensive, Honors, etc.)	
Course Applicability	<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"/> Science <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World
Effective Term	Fall 2019

Rationale: This course is being proposed as a foundational course in the new Master of Science in Business Analytics degree program. Big data has the potential to both significantly improve our lives as well as pose fundamental challenges to our privacy and sense of fairness. This course will introduce students to the ethical and legal implications of data analytics and the use of big data. It also will provide students with the communication skills needed to effectively convey

quantitative and technical information in a wide variety of settings to business managers and analysts, highlighting how the data models can provide insights for solving business problems and ethical implications of using data analytics.

AIV.2.1

CUNYfirst Course ID	
Department(s)	Paul N. Loomba Department of Management
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	Business
Course Prefix	BUS
Course Number	9430
Course Title	Business Analytics Project Management
Catalogue Description	This course teaches the complete lifecycle of how organizations turn data into better decisions. It focuses on how to formulate business problems, find necessary data, translate business problems into specific data mining tasks, apply statistical and machine learning tools to answer questions, and then evaluate, deploy, and monitor the models. Emphasis is on the organizational context of this process: where data comes from, who owns it, who needs the information, and the decisions impacted by the effort. The CRISP-DM process model is stressed throughout the course.
Prerequisite	CIS 9660 (Data Mining for Business Analytics)
Credits	3

Contact Hours	3
Liberal Arts	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Course Attribute (e.g. Writing Intensive, Honors, etc.)	
Course Applicability	<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"/> Science <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World
Effective Term	Fall 2019

Rationale: This course is being proposed as the capstone course in the new Master of Science in Business Analytics degree program. While the majority of courses in the MS program teach students the statistical and non-statistical modeling “tools” of business analytics, this course will integrate those tools with the skills necessary to manage the complete lifecycle of a business analytics project — from business problem framing to model deployment. The emphasis on analytics lifecycle management is consistent with the MS program’s strategic focus.

Section AV: Changes in Existing Courses

AV: 1.1 Changes in course title and description to be offered in the Narendra Paul Loomba Department of Management, Zicklin School of Business

CUNYFirst Course ID			
FROM		TO	
Departments	Narendra Paul Loomba Department of Management	Departments	Narendra Paul Loomba Department of Management
Course	MGT 9965 Boards, Governance, and Leadership within Entrepreneurial and Family Firms	Course	MGT 9965 Boards, Governance, and Leadership within Entrepreneurial, Family, and Social Enterprises
Pre or corequisite	None	Pre or corequisite	None
Hours	3	Hours	3
Credits	3	Credits	3
Description	This course is to provide a framework for the study of best practices for boards, governance, and leadership, as well as for the establishment of Boards of Directors within entrepreneurial, and family firms. Starting and managing a high-growth/high-potential business and taking a strategic approach to the sustainability of an existing business across generations involves important decisions of governance of a company and its leadership over time. Boards have	Description	<u>This course provides a theoretical and practical framework for the study of best practices for governance structure, strategy, and leadership, and for the establishment of Boards of Directors within entrepreneurial, family, and social enterprises. It covers the appropriate timing of governance for entrepreneurial firms and oversight of an organization's audit, compensation, governance, strategic plans, performance, executive leadership,</u>

<p>oversight responsibility and play key roles for a company's governance, audit, strategic plans, performance, executive leadership and compensation, succession, risk and crisis management, ethics and compliance, and major investment matters. The selection of the appropriate corporate structure and governance system, as well as when and how to initiate a formal board and the various components and levels of governance, are vital to the growth and sustainability of most businesses, both entrepreneurial and family firms. The course will provide a mix of theoretical and practical knowledge about the role of the board versus the management of a company and the process of professionalizing the business for growth, innovation, change and sustainability over time. Students will gain a strong understanding of board roles and responsibilities, governance, committees, structures, and leadership styles, which will lead to strong business over time. Readings, assignments, and in-class exercises will be used to illustrate principles, stimulate discussion and foster the creative thinking necessary for the development and implementation of sound governance strategies and structures. Simulated Board Meetings will also be</p>		<p><u>succession, risk and crisis management, ethics and compliance, innovation, and major investment matters – all of which are vital to the growth and sustainability of a wide range of organizations. Readings, assignments, and in-class exercises will illustrate principles, stimulate discussion and foster creative thinking about board roles and responsibilities, governance, committees, structures, and leadership in both for profit and nonprofit organizations.</u></p>
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	enacted in class.		
Requirement Designation		Requirement Designation	
Liberal Arts	[] Yes [X] No	Liberal Arts	[] Yes [X] 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 <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	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

	____ Scientific World ____ Gen Ed – College Option College Option Detail		____ Scientific World
Effective Term	Fall 2019		

Rationale: The new course title and description more accurately reflects the context of governance and leadership in entrepreneurial firms as compared with other types of organizations, the stated needs and interests of Zicklin graduate students and the increased social mindset of private sector companies. Also, the Marxe School of Public and International Affairs supports these changes and has indicated they will list this course as an elective in their nonprofit administration specialization in the MPA. Reviewed and approved by Management Department Curriculum Committee, with 6 out 6 yeases on April 9, 2018. Reviewed and approved Entrepreneurship Faculty with 8 out 8 yeases on April 5, 2018.

Section AVI Courses Withdrawn (Stan Ross Department of Accountancy)

AVI. 1.1

TAX 15 Executive Masters Federal Taxation

Rationale: This course was associated with a program that no longer is offered.

AVI. 1.2

TAX 9782 Federal Income Tax

Rationale: This course has been replaced by TAX 9781, TAX 9861, TAX 9862, TAX 9863 depending on whether a student is in the MS-ACC or MS-tax program.

AVI. 1.3

TAX 9763 General Business Taxation

Rationale: The content of this course is now covered in Taxation of Business Entities (TAX 9878).

AVI. 1.4

TAX 9781 Federal Taxation: Practice and Procedures

Rationale: The course has been replaced by TAX 9861 and TAX 9863 depending on whether a student is in the MS-ACC or MS-tax program.

AVI. 1.5

TAX 9783 Partnership Taxation

Rationale: Partnership taxation is now covered in TAX 9868.

AVI. 1.6

TAX 9785 Compensation Plans

Rationale: This course is a duplicate of TAX 9885 (see below). The content is now covered in TAX 9873, Deferred Compensation.

AVI. 1.7

TAX 9787 Estate Planning

Rationale: Estate planning is currently covered in TAX 9870.

AVI. 1.8

TAX 9862 Federal Income Tax

Rationale: This course has been replaced by TAX 9861 and TAX 9878.

AVI. 1.9

TAX 9864 Federal Income Taxation I

Rationale: This course has been replaced by TAX 9861 and TAX 9878 in the MS-ACC and by TAX 9863, TAX 9866 and TAX 9867 in the MS-Taxation.

AVI. 1.10

TAX 9865 Federal Income Taxation II

Rationale: This course has been replaced by TAX 9861 and TAX 9878 in the MS-ACC and by TAX 9863, TAX 9866 and TAX 9867 in the MS-Taxation.

AVI. 1.11

TAX 9871 Real Estate Taxation

Rationale: This course has been replaced by TAX 9930.

AVI. 1.12

TAX 9881 Federal Tax Practice Procedures

Rationale: This course has been replaced by TAX 9900.

AVI. 1.13

TAX 9883 Partnership Taxation

Rationale: This course has been replaced by TAX 9868.

AVI. 1.14

TAX 9885 Compensation Plans

Rationale: Duplicate course number with TAX 9875 (see above). The content is now covered in TAX 9873, Deferred Compensation.

AVI. 1.15

TAX 9886 Consolidate Tax Returns

Rationale: This course has been replaced by TAX 9874, Consolidated Tax Returns.

AVI. 1.16

TAX 9887 Estate Planning

Rationale: This course has been replaced by TAX 9879, Estates, Trusts, and Planing.

AVI. 1.17

TAX 9888 Federal Tax Aspects

Rationale: This course has been replaced by TAX 9900, Tax Procedures & Professional Responsibility in Tax Practice.

AVI. 1.18

TAX 99301 Research Methods for Thesis

Rationale: This course was associated with the curriculum of a program that no longer exists.

AVI. 1.19

TAX 99302 Thesis

Rationale: This course was associated with the curriculum of a program that no longer exists.