

September 2011

Baruch College

Chancellor's University Report – Part A: Academic Matters

The following recommendations of the Committee on Graduate Curriculum were approved at the Zicklin School of Business Faculty Meeting on April 14, 2011, effective the Spring 2012 semester, pending approval of the Board of Trustees.

PART A: ACADEMIC MATTERS

Section AllI: Changes in Degree Programs

AllI:10.1b. The following revisions are proposed for the MBA in Management (Concentration in Sustainable Business) in the Zicklin School of Business

Program: MBA in Management (Concentration in Sustainable Business)

HEGIS Code: 0506.00

Program Code: 01922

Effective: Spring 2012

FROM:			TO:		
Course	Description	Crs	Course	Description	Crs
Courses in Major (12 credits)			Courses in Major (12 credits)		
Required:			Required:		
BUS 9700	Sustainable Business: Perspectives, Theories and Practices	3	BUS 9700	Sustainable Business: Perspectives, Theories and Practices	3
Choose two courses from:			Choose two courses from:		
LAW 9120	Sustainability: Law and Policy	3	CIS 9771	Special Topics in Information Technologies (Topic: Green IT)	3
MGT 9620	Globalization and the Multinational Corporation	3	ECO 9711	Environmental Economics and Sustainable Development	3
MGT 9740	Sustainability in Supply Chains and Operations	3	LAW 9120	Sustainability: Law and Policy	3
MGT 9870	International Comparative Management	3	MGT 9380	Environmentally Sustainable Behavior in Organizations	3
MGT 9969	Social Entrepreneurship: Concepts and Cases	3	MGT 9740	Sustainability in Supply Chains and Operations	3

MGT 9970	Entrepreneurship and Community Development	3	MGT 9969	Social Entrepreneurship: Concepts and Cases	3
			MKT 9752	Sustainable Marketing	3
Choose one course from:			Choose one course from:		
COM 9625	Corporate Culture and Sustainability	3	CIS 9771	Special Topics in Information Technologies (Topic: Green IT)	3
LAW 9120	Sustainability: Law and Policy	3	COM 9625	Corporate Culture and Sustainability	3
MGT 9400	Human Resources Management	3	ECO 9711	Environmental Economics and Sustainable Development	3
MGT 9620	Globalization and the Multinational Corporation	3	LAW 9120	Sustainability: Law and Policy	3
MGT 9870	International Comparative Management	3	MGT 9620	Globalization and the Multinational Corporation	3
MGT 9960 (formerly MGT 9860)	Entrepreneurial Strategy and Cases	3	MGT 9380	Environmentally Sustainable Behavior in Organizations	3
MGT 9961 (formerly MGT 9862)	Analysis of Entrepreneurial Experiences	3	MGT 9740	Sustainability in Supply Chains and Operations	3
MGT 9962 (formerly MGT 9867)	Managing the Family Business	3	MGT 9870	International Comparative Management	3
MGT 9963 (formerly MGT 9865)	Researching and Developing Entrepreneurial Ventures	3	MGT 9969	Social Entrepreneurship: Concepts and Cases	3
MGT 9969	Social Entrepreneurship: Concepts and Cases	3	MKT 9716	Consumer Behavior	3
MGT 9970	Entrepreneurship and Community Development	3	MKT 9752	Sustainable Marketing	3
MGT 9979	Seminar in Entrepreneurship: Principles of a Sustainable Business	3	PAF 9143	"Greening" and Growing Cities: Sustainability & Public Policy	3
MKT 9716	Consumer Behavior	3			
MKT 9752	Sustainable Marketing	3			
PAF 9141	Community Development: History, Present, and Future	3			

PAF 9143	"Greening" and Growing Cities: Sustainability and Public Policy Options	3			
PAF 9150	Introduction to the Nonprofit Sector	3			
PAF 9151	The Administration of Not-for-Profit and Voluntary Organizations	3			

Rationale: Now that courses are being developed specifically for the new concentration in Sustainable Business, it is time to focus the concentration more clearly on those courses. Courses that have been developed specifically for the concentration have now been added in this sheet. Hence, the section "Choose two courses from" is now populated entirely by those courses that have been developed with the learning goals of the concentration in focus. Courses that are related to the concentration but not so clearly focused on it have been included in the "Choose one course from" section, and courses that are less related have been omitted entirely. It must be remembered that the major in Management with a concentration in Sustainable Business is expressly designed as a second major. Certain courses that are either pre-requisites or co-requisites of courses on this list are not included for that reason. For example, MGT 9960 (Entrepreneurial Strategy and Cases) is a co-requisite for MGT 9969 (Social Entrepreneurship: Concepts and Cases), a course listed here. This listing assumes that a student interested in pursuing Sustainable Business from the perspective of the entrepreneur will be taking courses outside this major that focus more clearly on Entrepreneurship. This list of courses focuses primarily on the environmental, social, and governance (ESG) perspectives of Sustainable Business.

The proposed changes are as follows:

New courses added to "Choose two courses from" and "Choose one course from" sections: CIS 9771, ECO 9711 and MGT 9380

Existing course added to "Choose two courses from" section: MKT 9752

Existing courses deleted from "Choose two courses from" section and retained in "Choose one course from" section: MGT 9620 and MGT 9870

Existing course added to "Choose one course from" section: MGT 9740

Existing courses deleted: MGT 9400, MGT 9960, MGT 9961, MGT 9962, MGT 9963, MGT 9970, MGT 9979, PAF 9141, PAF 9150, and PAF 9151

Section AIV: New Course

AIV:10.2b. Allen G. Aaronson Department of Marketing and International Business

Course Number: IBS 9600

Title: International Business Fundamentals

Hours: 1.5

Credits: 1.5

Prerequisite: None

Course Description: In a rapidly globalizing world, future managers and other business professionals must possess a deep understanding of how international factors influence modern business decision-making. They must also possess the requisite problem solving skills to understand and function in this global environment. The course aims to provide students with a broad overview of concepts and principles of international business and how business people can use this knowledge to obtain strategic advantage in the marketplace.

Rationale: IBS 9600 is a required course in the MBA core curriculum as recently revised. The course will be offered at least once a semester and is expected to enroll approximately 65 students.