

**September 2014**

**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 May 22, 2014, effective the Fall 2015 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 Accountancy (CPA Program) in the Zicklin School of Business**

**Program:** MBA in Accountancy (CPA Program)

**HEGIS Code:** 0502.00

**Program Code:** 01912

**Effective:** Fall 2015

From: MBA in Accountancy (CPA Program)			To: MBA in Accountancy (CPA Program)		
Course	Description	Crs	Course	Description	Crs
<b>Preliminary Courses (subject to waiver)</b>			<b>Preliminary Courses (subject to waiver)</b>		
International students may require preliminary courses in Grammar Troubleshooting and American English Pronunciation based on evaluation.			International students are encouraged to pursue further instruction in Grammar Troubleshooting and American English Pronunciation as needed.		
<b>Core Courses</b>					
<b>No waivers are granted for required and flexible core courses</b>			<b>No waivers are granted for required and flexible core courses</b>		
<b>Required (12 courses; 24 credits)</b>			<b>Required (12 courses; 24 credits)</b>		
ACC 9112	Financial Accounting: Intensive	3	ACC 9112	Financial Accounting: Intensive	3
BUS 9551	Business Communication I	0	BUS 9551	Business Communication I	0
BUS 9552	Business Communication II: Communicating Quantitative and Technical Information		BUS 9552	Business Communication II: Communicating Quantitative and Technical Information	

or			or		
BUS 9553	Business Communication II: Leadership Communication: Writing and Speaking with Authority		BUS 9553	Business Communication II: Leadership Communication: Writing and Speaking with Authority	
or			or		
BUS 9554	Business Communication II: Enhanced Oral and Written Communication	0	BUS 9554	Business Communication II: Enhanced Oral and Written Communication	0
CIS 9001	Information Systems for Managers I	1.5	CIS 9001	Information Systems for Managers I	1.5
ECO 9730	Fundamentals of Microeconomics	1.5	ECO 9730	Fundamentals of Microeconomics	1.5
FIN 9770	Financial Decision Making	3	FIN 9770	Financial Decision Making	3
IBS 9600	International Business Fundamentals	1.5	IBS 9600	International Business Fundamentals	1.5
MGT 9300	Management: A Behavioral Approach	3	MGT 9300	Management: A Behavioral Approach	3
MGT 9702	Service Operations I	1.5	MGT 9702	Service Operations I	1.5
MKT 9703	Marketing Management	3	MKT 9703	Marketing Management	3
STA 9708	Applied Statistical Analysis for Business Decisions	3	STA 9708	Applied Statistical Analysis for Business Decisions	3
Capstone			Capstone		
BUS 9200	Business Policy	3	BUS 9200	Business Policy	3
<b>Flexible Core Courses (minimum of 3 courses; minimum of 6 credits)</b>			<b>Flexible Core Courses (minimum of 3 courses; minimum of 6 credits)</b>		
			<p>Note: Students who completed ACC 9110 Financial Accounting prior to declaring an accountancy major may substitute this course for ACC 9112, and should consult the instructor of ACC 9804 Intermediate Financial Accounting prior to taking that course.</p>		
<b>Choose at least one of two below:</b>			<b>Choose at least one of two below:</b>		
LAW 9000	Legal and Ethical Environment of Business	3	LAW 9000	Legal and Ethical Environment of Business	3
BUS 9100	Business and Society	3	BUS 9100	Business and Society	3
<b>Choose additionally from:</b>			<b>Choose additionally from:</b>		
ACC 9811	Managerial Accounting Theory and Practice (accountancy majors will	4	ACC 9811	Managerial Accounting Theory and Practice (accountancy majors will	4

	take ACC 9811 as a flexible core course in place of ACC 9125, to satisfy their program requirements.)			take ACC 9811 as a flexible core course in place of ACC 9125, to satisfy their program requirements.)	
CIS 9002	Information Systems for Managers II: Managing and Harnessing Technology	1.5	CIS 9002	Information Systems for Managers II: Managing and Harnessing Technology	1.5
ECO 9740	Fundamentals of Macroeconomics	1.5	ECO 9740	Fundamentals of Macroeconomics	1.5
MGT 9704	Service Operations II	1.5	MGT 9704	Service Operations II	1.5
<b>Other Courses in CPA Program (8 courses; 27 credits)*</b>			<b>Other Courses in CPA Program (8 courses; 27 credits)</b>		
<b>Required:</b>			<b>Required:</b>		
Note: In order to satisfy the current requirements for New York State CPA certification, accountancy majors require additional courses as determined by the Stan Ross Department of Accountancy, beyond the minimum 4 courses/12 credits required for other majors.			Note: In order to satisfy the current requirements for New York State CPA certification, accountancy majors require additional courses as determined by the Stan Ross Department of Accountancy, beyond the minimum 4 courses/12 credits required for other majors.		
ACC 9804	Intermediate Financial Accounting	4	ACC 9804	Intermediate Financial Accounting	4
ACC 9805	Advanced Financial Accounting	4	ACC 9805	Advanced Financial Accounting	4
ACC 9818	Accounting and Auditing Information Systems	3	ACC 9818	Accounting and Auditing Information Systems	3
ACC 9821	Auditing	4	ACC 9821	Auditing	4
TAX 9861	Federal Income Taxation: Theory and Practice	3	TAX 9861	Federal Income Taxation: Theory and Practice	3
TAX 9878	Taxation of Business Entities	3	TAX 9878	Taxation of Business Entities	3
<b>At least two electives to be selected from the following:</b>			<b>At least two electives to be selected from the following:</b>		
ACC 9806	Financial Statement Analysis and Reporting	3	ACC 9806	Financial Statement Analysis and Reporting	3
ACC 9810	Current Topics in Financial Accounting	3	ACC 9810	Current Topics in Financial Accounting	3
ACC 9815	Advanced Managerial Accounting	3	ACC 9815	Advanced Managerial Accounting	3
ACC 9901*	Special Topics in Accounting	3	ACC 9901*	Special Topics in Accounting	3

GIS 9467		Business Modeling with Spreadsheets	3			
<b>Electives (minimum of 3 courses, 9 – 15 credits)</b>				<b>Electives (minimum of 3 courses, 9 – 15 credits)</b>		
LAW 9800**	Intensive Survey of Business Contracts and Law of Corporations		4	LAW 9800**	Intensive Survey of Business Contracts and Law of Corporations	
<b>Additional Zicklin electives**</b>				<b>Additional Zicklin electives**</b>		
*May take more than once with different topics; topics may include: forensic accounting, advanced auditing, cases in business/accounting.				*May take more than once with different topics; topics may include: forensic accounting, advanced auditing, cases in business/accounting.		
<p>**To satisfy Zicklin elective requirements students can apply TAX 9861 and TAX 9878 credits in this category. To satisfy the CPA requirements of 36 credits in areas other than ACC/TAX, students may be required to take additional credits of general business courses beyond LAW 9800. Students may select additional “flexible core” courses as general electives; however, the same courses cannot apply in more than one category. A student’s undergraduate transcript will be reviewed to determine if courses completed prior to admission to Zicklin can apply towards the 36 credits.</p> <p>LAW 9800 may be waived if 6 credits in law have been completed on the undergraduate level, but students must replace this course with another Zicklin elective to satisfy MBA requirements.</p>				<p>**To satisfy Zicklin elective requirements students can apply TAX 9861 and TAX 9878 credits in this category. To satisfy the CPA requirements of 36 credits in areas other than ACC/TAX, students may be required to take additional credits of general business courses beyond LAW 9800. Students may select additional “flexible core” courses as general electives; however, the same courses cannot apply in more than one category. A student’s undergraduate transcript will be reviewed to determine if courses completed prior to admission to Zicklin can apply towards the 36 credits.</p> <p>LAW 9800 may be waived if 6 credits in law have been completed on the undergraduate level, but students must replace this course with another Zicklin elective to satisfy MBA requirements.</p>		
<b>Dual Major in Accountancy and Taxation</b>				<b>Dual Major in Accountancy and Taxation</b>		
Students who wish to pursue a dual major in accountancy and taxation will take the four taxation courses listed below, will apply TAX 9863 and TAX 9866 toward the requirements for both majors, and will not take TAX 9861 and TAX 9878.				Students who wish to pursue a dual major in accountancy and taxation will take the four taxation courses listed below, will apply TAX 9863 and TAX 9866 toward the requirements for both majors, and will not take TAX 9861 and TAX 9878.		
TAX 9863	Principles of Federal Income Taxation		3	TAX 9863	Principles of Federal Income Taxation	
TAX 9866	Corporate Taxation I		3	TAX 9866	Corporate Taxation I	
TAX 9868	Partnership Taxation		3	TAX 9868	Partnership Taxation	
TAX 9900	Tax Procedure and Professional		3	TAX 9900	Tax Procedure and Professional	

Responsibility in Tax Practice	Responsibility in Tax Practice
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**Rationale:** All MBA students are required to take Business Communications I and II. In addition, students whose native language is not English, or who are from a non-English speaking country were required to take modules in Grammar Troubleshooting and American English Pronunciation, unless waived by exam. These modules are recommended and no longer required. The accountancy program description is being updated to conform to current practice. ACC 9110 is the core course in financial accounting for non-accountancy majors, and it is an acceptable substitute for ACC 9112 for students who change majors. CIS 9467 is eliminated as an elective course choice to ensure that students satisfy the minimum number of credits in accountancy/taxation to meet CPA requirements.

**All:10.2b. The following revisions are proposed for the MS in Marketing in the Zicklin School of Business**

**Program:** MS in Marketing

**HEGIS Code:** 0509.00

**Program Code:** 79231

**Effective:** Fall 2015

<b>From: MS in Marketing</b>	<b>To: MS in Marketing</b>															
	<b><u>New Concentration in Digital Marketing (30 credits)</u></b>															
	<u>Advances in Internet technologies, digitization and social networking are transforming business interactions with customers and partners. The MS concentration in Digital Marketing provides students with cutting-edge strategic and analytical skills to thrive in a digital environment. Students learn the necessary technical foundations to lead digital marketing efforts in their organizations.</u>															
	<b><u>Required Courses (15 credits)</u></b>															
	<table border="1" style="width: 100%;"> <tr> <td style="width: 30%;">MKT 9702</td> <td style="width: 50%;">Marketing Research</td> <td style="width: 20%; text-align: center;">3</td> </tr> <tr> <td>MKT 9703</td> <td>Marketing Management</td> <td style="text-align: center;">3</td> </tr> <tr> <td>MKT 9716</td> <td>Consumer Behavior</td> <td style="text-align: center;">3</td> </tr> <tr> <td>MKT 9750</td> <td>Marketing Strategy</td> <td style="text-align: center;">3</td> </tr> <tr> <td>MKT 9780</td> <td>Digital Marketing</td> <td style="text-align: center;">3</td> </tr> </table>	MKT 9702	Marketing Research	3	MKT 9703	Marketing Management	3	MKT 9716	Consumer Behavior	3	MKT 9750	Marketing Strategy	3	MKT 9780	Digital Marketing	3
MKT 9702	Marketing Research	3														
MKT 9703	Marketing Management	3														
MKT 9716	Consumer Behavior	3														
MKT 9750	Marketing Strategy	3														
MKT 9780	Digital Marketing	3														
	<b><u>Elective Courses (15 credits)</u></b>															
	<u>Choose a minimum of 9 credits from the following:</u>															

	<u>MKT 9726</u>	<u>Database Marketing 1</u>	<u>3</u>
	<u>MKT 9728</u>	<u>Media Planning in the Digital World</u>	<u>3</u>
	<u>MKT 9736</u>	<u>Database Marketing 2</u>	<u>3</u>
	<u>MKT 9737</u>	<u>Analytic Approaches to Marketing Strategy</u>	<u>3</u>
	<u>MKT 9738</u>	<u>Web Analytics</u>	<u>3</u>
	<u>MKT 9782</u>	<u>Search Engine Marketing</u>	<u>1.5</u>
	<u>MKT 9783</u>	<u>Social Media Marketing</u>	<u>1.5</u>
	<u>MKT 9785</u>	<u>Digital Marketing Strategy</u>	<u>3</u>
	<u>MKT 9794</u>	<u>Special Topics in Digital Marketing</u>	<u>1.5</u>
	<u>MKT 9795</u>	<u>Special Topics in Digital Marketing</u>	<u>3</u>
	<u>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:</u>		
	<u>CIS 9340</u>	<u>Principles of Database Management Systems</u>	<u>3</u>
	<u>STA 9661</u>	<u>Multivariate Statistics for Business Analytics</u>	
	<u>STA 9700</u>	<u>Applied Regression Analysis</u>	<u>3</u>
	<u>STA 9705</u>	<u>Multivariate Statistical Methods</u>	<u>3</u>
	<u>STA 9750</u>	<u>Software Tools for Data Analysis</u>	<u>3</u>

**Rationale:** Digital Marketing has become an integral part of the marketing mix in a majority of organizations today. Digital promotions and communications combined with digital channels of distribution provide more unique and creative ways for organizations to compete in the marketplace. In today's digital world organizations expect their high ranking marketing professionals to understand and anticipate the opportunities available through the digital world and incorporate them effectively and efficiently into their marketing strategies. A MS degree in Marketing with a concentration in Digital Marketing provides students with the skill sets to address the expectations brought forth by an organization's digital marketing mission.

Most of the digital marketing specific courses (presented in electives) have been offered previously as special topics multiple times with commendable enrollment. Thus, from the student, employer, and marketplace perspective, a substantial demand exists to support a concentration in Digital Marketing. The list of required and elective courses being offered makes this concentration unique and cutting edge. This new concentration will indeed provide a source of competitive advantage for our MS degree program.

*Concentration in Digital Marketing:* The advances in Internet technologies, digitization and social networking are redefining and transforming business interactions with customers and/or partners. The field of Marketing is thus evolving to accommodate the advances in the digital world. There has been a widespread increase in e-commerce and user generated content; acceptance of the digital media by established firms; increased global marketing and communications; heightened concerns regarding gathering and usage of data; and emergence of new digital-only firms. It is important to prepare students to address effectively company responses to those trends. The proposed concentration in Digital Marketing provides students with the necessary digital marketing language, technical foundations, and newer strategic and analytical skill set to guide companies in their effort to market and interact with consumers in a digital environment. This concentration will enhance the MS in Marketing degree by providing specialized expertise to our graduates in an area that is rapidly gaining prominence in the marketplace.

*Concentration Details and Requirements:* The proposed concentration in Digital Marketing can be completed by graduate students pursuing an MS in Marketing program. Consistent with prior requirements, students need 30 credits to complete the MS program in Marketing with a concentration in Digital Marketing. The concentration requires students to accumulate 15 credits through core/required courses and the remaining 15 credits through elective courses. The required courses include Digital Marketing (MKT 9780) course in addition to the other required courses for MS in Marketing. With respect to elective courses, students pursuing this concentration are required to complete a minimum of 9 credits through the digital marketing specific elective courses. The rest of their credits can be acquired by taking any 9000-level course in the Department of Marketing and International Business, or any of the following: Multivariate Statistics for Business Analytics (STA 9661), STA 9750, STA 9700, STA 9705, or CIS 9340. The successful completion of the advanced coursework included in this concentration depends on the pre-requisite knowledge that is provided in the coursework for the MS in Marketing program.

By completing this concentration students will be able to:

- (1) Build digital marketing plans to accomplish strategic goals of organizations (for profit and non-profit).
- (2) Integrate traditional marketing strategies with evolving digital and e-commerce components.
- (3) Utilize evolving digital technologies to reach out and interact with current and potential consumers, both nationally and globally, in an effort to optimize overall consumer satisfaction.
- (4) Evaluate digital marketing investment decisions through optimal resource allocations across products, digital promotions, channels, and platforms.
- (5) Assess ethical issues that accompany digital marketing, specifically privacy concerns, data ownerships and proper usage of acquired consumer level information.

## **Section AIV: New Courses**

### **AIV:10.1b. Allen G. Aaronson Department of Marketing and International Business**

**Course Number:** MKT 9794

**Title:** Special Topics in Digital Marketing

**Hours:** 1.5

**Credits:** 1.5

**Pre- or corequisite:** MKT 9703

Course Description: This 1.5 credit course focuses on timely and relevant topics in digital marketing that are not covered in the regular curriculum. The course topics are determined each semester by the Department. The topics and additional pre-requisites will be announced during the preceding semester. Students may take this course more than once provided that different topics are covered.

Rationale: This course will provide flexibility in offering topics in digital marketing that draw on the special expertise of the instructor but that do not otherwise fit the regular curriculum. Ability to offer special topics in 1.5 credits provides flexibility in selecting topics that may be timely and relevant, but might not warrant a 1, 2 or 3-credit course. This course is expected to enroll approximately 40 students each semester; it will be used as an elective course in the MBA – Marketing major, an MBA general elective, or an elective in the MS-Marketing program. In addition, such a separate listing helps differentiate better the special topic courses with a deeper focus in digital marketing from other special topic courses being offered under traditional marketing. Special topics for 1.5 credits in digital marketing can act as companion courses for other 1.5 credit digital marketing specific elective courses (MKT 9782, MKT 9783).

**Course Number:** MKT 9795

**Title:** Special Topics in Digital Marketing

**Hours:** 3

**Credits:** 3

**Pre- or corequisite:** MKT 9703

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

Rationale: This course will provide flexibility in offering topics in digital marketing that draw on the special expertise of the instructor but that do not otherwise fit the regular curriculum. This course is expected to enroll approximately 40 students each semester; it will be used as an elective course in the MBA – Marketing major, an MBA general elective, or an elective in the MS-Marketing program. In addition such a separate listing helps differentiate better the special topic courses with a deeper focus in digital marketing from other special topic courses being offered under traditional marketing.

## Section AV: Change of Course Number, Title, Description, Credits, Hours, Co or Prerequisites

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

From: FIN 9786		To: FIN 9786	
Title	International Financial Markets	Title	International Financial Markets
Prerequisites	FIN 9770; <del>ECO 9709</del> or equivalent	Prerequisites	FIN 9770

Rationale: The course prerequisite is being updated to reflect changes in the MBA core curriculum.

### AV:10.2b. Change in Course Prerequisite

From: FIN 9788		To: FIN 9788	
Title	International Corporate Finance	Title	International Corporate Finance
Prerequisites	FIN 9770; <del>ECO 9709</del> or equivalent	Prerequisites	FIN 9770

Rationale: The course prerequisite is being updated to conform to changes in the MBA core curriculum.

## Section AVII: International Agreements

### AVII:10.1b. International Program Agreement with the University of Amsterdam

RESOLVED, That the Board of Trustees of The City University of New York authorize the President of Baruch College to execute an international student exchange agreement on behalf of Baruch College with the University of Amsterdam, Amsterdam, the Netherlands, to enable Baruch College students participating in the Baruch College/University of Amsterdam Exchange Program to take courses at the University of Amsterdam and the University of Amsterdam students to take courses at Baruch College. Neither party to this agreement is obligated to pay any monetary consideration to the other. The agreement is for a five-year period beginning January 1, 2015 and shall include one renewal for a twoyear period in the best interest of the College. The agreement shall be subject to approval as to form by the University Office of General Counsel.

EXPLANATION: This agreement will allow an exchange of students from Baruch College and the University of Amsterdam in Amsterdam, the Netherlands. This program will allow for exchange of approximately four (4) full-time equivalents (FTEs) each academic year.