

**Baruch College**

Academic University Report Detail

June 2021

## PART A: ACADEMIC MATTERS

The following recommendations of the Committee on Undergraduate Curriculum were approved at the Mildred and George Weissman School of Arts and Sciences Faculty Meeting on March 23, 2021 effective the Spring 2022 semester, pending approval of the Board of Trustees.

### Section AIV. New Courses

#### AIV.1.1

Department(s)	English, Modern Languages and Comparative Literature
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	English and Comparative Literature
Course Prefix	ENG and CMP
Course Number	4180
Course Title	Special Topics in Translation
Catalogue Description	<p>Special Topics in Translation focuses on how the translation of great literary works enables them to transcend the boundaries of nation and language. As we will see, the ability of texts to move beyond their original language and historical context introduces a vast array of practical and theoretical concerns relating to our contemporary global culture. In this course, we will explore such issues by examining how one or more well-known literary texts have been translated into English. By studying the overall evolution of these texts as they have been translated, adapted, and reinterpreted in different periods and geographies, we will see how these have been used to fulfill different political, social, and cultural agendas.</p> <p>Specific topics will vary by semester. (Please see the department website and CUNYfirst for details.) Sections may focus on a single text (e.g., Don Quixote) or on multiple texts, as decided by the instructor. Works covered may include (but are not limited to) Don Quixote, Madame Bovary, War and Peace, The Plague, In Search of Lost Time: Swann's Way, Tang dynasty poetry, or New World texts, depending on the instructor's linguistic and literary interests. (Students will receive credit for ENG 4180 or CMP 4180. Students may repeat ENG/CMP 4180 if the topic is different. The F-replacement may be applied, regardless of discipline code, only if the same topic is repeated.)</p>
Prerequisites	ENG/CMP/LTT 2800 or 2850
Credits	3
Contact Hours	3
Liberal Arts	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Course Attribute (e.g. Writing Intensive, Honors, etc.)	
Course Applicability	<input type="checkbox"/> Not Applicable <input checked="" type="checkbox"/> Major

	<input type="checkbox"/> Gen Ed Required <input type="checkbox"/> Gen Ed - Flexible <input type="checkbox"/> Gen Ed - College Option <input type="checkbox"/> English Composition <input type="checkbox"/> World Cultures <input type="checkbox"/> Mathematics <input type="checkbox"/> US Experience in its Diversity    College Option Detail <input type="checkbox"/> Science <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World
Effective Term	Spring 2022

Rationale: This course, which examines translation as an interpretive act central to the history of literature, seeks to expand the literary canon to include major classic literary texts. These representative works of world literature in translation will contribute to a global perspective on the relational nature of literary phenomena and will promote a better understanding of the many ways in which cultures influence and shape each other.

English is considered the home department for this course; it will be offered once per year with a projected enrollment of 25 students. ENG/CMP 4180 may serve as an elective within the English major (NYSED program codes 01956 and 60009); as an elective or capstone within the English minor; as a Core course within the new Multilingual Translation minor (submitted in the April/May 2021 AURD); as an elective or capstone within the Comparative Literature minor; or as a general elective for the BA, BBA, and BS degrees for new and continuing students.

**AIV.1.2**

Department(s)	Modern Languages and Comparative Literature
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	Arabic
Course Prefix	ARB
Course Number	3001
Course Title	Intensive Intermediate Arabic I
Catalogue Description	This is an intensive course in Arabic starting with a thorough review of the grammar and vocabulary and including a study of Arab cultures and societies. The overall aim of this course is the enhancement of the fundamental skills acquired in Elementary Arabic I and II, namely, the ability to read, write, speak and understand the language.
Prerequisites	ARB 1002 or departmental permission
Credits	4
Contact Hours	4
Liberal Arts	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Course Attribute (e.g. Writing Intensive, Honors, etc.)	
Course Applicability	<input checked="" type="checkbox"/> Not Applicable <input type="checkbox"/> Major

	<input type="checkbox"/> Gen Ed Required <input type="checkbox"/> Gen Ed - Flexible <input type="checkbox"/> Gen Ed - College Option <input type="checkbox"/> English Composition <input type="checkbox"/> World Cultures <input type="checkbox"/> Mathematics <input type="checkbox"/> US Experience in its Diversity    College Option Detail _ <input type="checkbox"/> Science <input type="checkbox"/> Creative Expression <input type="checkbox"/> <input type="checkbox"/> Individual and Society <input type="checkbox"/> <input type="checkbox"/> Scientific World
Effective Term	Spring 2022

Rationale: There has been a high demand for courses in Arabic beyond ARB 1001 and 1002, expressed not only by students who have completed Elementary Arabic but also by heritage speakers at various degrees of proficiency who would like to strengthen their uneven skills and build strong foundations for further study. Currently the Department cannot meet this demand and this course will fill a significant vacuum. ARB 3001 will be offered once per year with a projected enrollment of 24 students. It may be used toward the Weissman Core foreign language requirement, or as a general elective for the BA, BBA, and BS degrees for new and continuing students.

**AIV.1.3**

Department(s)	Modern Languages and Comparative Literature
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	Arabic
Course Prefix	ARB
Course Number	3002
Course Title	Intensive Intermediate Arabic II
Catalogue Description	This intensive course is a continuation and expansion of ARB 3001. It explores aspects of Arab culture and emphasizes all skills of language acquisition: listening, speaking, reading, and writing. The student will learn more about Arab society and culture in general. The main focus will be on developing communication skills, and the ultimate goal of this course is to enable you to apply Arabic to the many purposes for which you have decided to learn the language. The prerequisites for this course are the successful completion of Arabic 3001 or approval of the instructor.
Prerequisites	ARB 3001 or departmental permission
Credits	4
Contact Hours	4
Liberal Arts	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Course Attribute (e.g. Writing Intensive, Honors, etc.)	
Course Applicability	<input checked="" type="checkbox"/> Not Applicable <input type="checkbox"/> Major <input type="checkbox"/> Gen Ed Required <input type="checkbox"/> Gen Ed - Flexible <input type="checkbox"/> Gen Ed - College Option

	<input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics <input type="checkbox"/> Science	<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	College Option Detail _
Effective Term	Spring 2022		

Rationale: There has been a high demand for courses in Arabic beyond ARB 1001 and 1002, expressed not only by students who have completed Elementary Arabic but also by heritage speakers at various degrees of proficiency who would like to strengthen their uneven skills and build strong foundations for further study. Currently the Department cannot meet this demand and this course will fill a significant vacuum.

ARB 3002 will be offered once per year with a projected enrollment of 24 students. It may be used toward the Weissman Core foreign language requirement, or as a general elective for the BA, BBA, and BS degrees for new and continuing students.

**AIV.1.4**

Department(s)	Political Science and Black and Latino Studies
Career	<input checked="" type="checkbox"/> Undergraduate <input type="checkbox"/> Graduate
Academic Level	<input checked="" type="checkbox"/> Regular <input type="checkbox"/> Compensatory <input type="checkbox"/> Developmental <input type="checkbox"/> Remedial
Subject Area	Political Science, Black Studies, and Latino Studies
Course Prefix	POL/BLS/LTS
Course Number	3309
Course Title	Race and Ethnicity in American Politics
Catalogue Description	This course introduces students to major themes in racial and ethnic politics in the United States. It begins by reviewing theories and definitions of the concepts of race and ethnicity, and presenting statistical and historical trends in the development of the main ethn racial groups in the U.S. It then focuses on the influence of racial and ethnic identities on political attitudes, political participation in such areas as elections and social movements, and political representation in legislative and party politics. Finally, the course reviews major areas of public policy that are particularly pertinent to ethn racial minority groups, including desegregation, integration, discrimination (e.g., affirmative action, reparations), immigration, naturalization, and language. (Students will receive credit for POL 3309, BLS 3309, or LTS 3309. These courses may substitute for each other with the F-replacement option.)
Prerequisites	POL 1101 or departmental approval
Credits	3
Contact Hours	3
Liberal Arts	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Course Attribute (e.g. Writing Intensive, Honors, etc.)	

Course Applicability	<input type="checkbox"/> Not Applicable <input checked="" type="checkbox"/> Major <input type="checkbox"/> Gen Ed Required <input type="checkbox"/> Gen Ed - Flexible <input type="checkbox"/> Gen Ed - College Option <input type="checkbox"/> English Composition <input type="checkbox"/> World Cultures <input type="checkbox"/> Mathematics <input type="checkbox"/> US Experience in its Diversity      College Option Detail _ <input type="checkbox"/> Science <input type="checkbox"/> Creative Expression <input type="checkbox"/> <input type="checkbox"/> Individual and Society <input type="checkbox"/> <input type="checkbox"/> Scientific World
Effective Term	Spring 2022

Rationale: This new course on race and ethnicity in American politics will broaden the offerings of the Political Science Department in accordance with student interest. It will also help fill an important gap in the Political Science curriculum at Baruch, while also complementing some existing courses. It is important for students to develop a comprehensive understanding of the roles that racial and ethnic identity play in American political and policy outcomes, especially in the post-2020 era.

Political Science is considered the home department for this course; it will be offered once per year with a projected enrollment of 30 students. POL/BLS/LTS 3309 may serve as an “American Government and Political Institutions” elective within the Political Science major (NYSED program codes 01973 and 60022); as an elective within the Political Science minor; as an elective within the Black and Latino Studies and the Latino Studies minors; or as a general elective for the BA, BBA, and BS degrees for new and continuing students.

**Section AV. Changes in Existing Courses**

**AV.1.1 Change in Course Description to be offered by the Black and Latino Studies Department and the Modern Languages and Comparative Literature Department; New Cross-listing with the English Department**

CUNYfirst Course ID	124300 (LTS 3059); 113933 (CMP 3059)		
FROM		TO	
Department	Black and Latino Studies, Modern Languages and Comparative Literature	Department	Black and Latino Studies, Modern Languages and Comparative Literature, <u>and English</u>
Course	LTS/CMP Latino/a Literature in the U.S	Course	LTS/CMP/ <u>ENG</u> Latino/a Literature in the U.S
Prerequisite	ENG/CMP/LTT 2800 or ENG/CMP/LTT 2850	Prerequisite	n/c
Hours	3	Hours	n/c
Credits	3	Credits	n/c

Description	This course examines significant works of literature written in English by Latinos and Latinas in the U.S. It concentrates on novels, short stories, and essays from the late 19th century to the present. Special attention is given to issues of cultural identity, social class, race, and gender, as well as bilingualism and code-switching. While focusing on the diversity of the Latino/a literary expression, this course also explores the sociopolitical contexts in which the works emerged and the commonalities and differences of the experiences of the Latin American diasporas in the U.S.	Description	This course examines significant works of literature written in English by Latinos and Latinas in the U.S. It concentrates on novels, short stories, and essays from the late 19th century to the present. Special attention is given to issues of cultural identity, social class, race, and gender, as well as bilingualism and code-switching. While focusing on the diversity of the Latino/a literary expression, this course also explores the sociopolitical contexts in which the works emerged and the commonalities and differences of the experiences of the Latin American diasporas in the U.S. <u>(Students will receive credit for CMP 3059, ENG 3059, or LTS 3059. These courses may substitute for each other with the F-replacement option.)</u>
Requirement Designation		Requirement Designation	
Liberal Arts	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Liberal Arts	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Course Attribute (e.g. Writing Intensive, WAC, etc.)		Course Attribute (e.g. Writing Intensive, WAC, etc.)	
General Education Component	<input checked="" type="checkbox"/> Not Applicable <input type="checkbox"/> Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World	General Education Component	<input checked="" type="checkbox"/> Not Applicable <input type="checkbox"/> Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World
Effective		Effective	Spring 2022

Rationale: This course is being cross-listed in English. The English department is currently expanding its offerings in Latino/a/x literature, and this is a first step in that project.

The following recommendations of the committee on Undergraduate Curriculum were approved at the Zicklin School of Business Faculty Meeting on April 22, 2021 effective Spring 2022 semester pending approval of the Board of Trustees.

**PART A: ACADEMIC MATTERS**

**Section AIII: Change in Degree Programs**

**AIII.1.1 The following revisions are proposed for the 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: Spring 2022

<b>From:</b>	<b>BBA in Computer Information Systems (Computer Information Systems Track)</b>		<b>To:</b>	<b>BBA in Computer Information Systems (Computer Information Systems Track)</b>	
Course	Description	Crd	Course	Description	Crd
<b>Required Courses</b>		<b>15</b>	<b>Required Courses</b>		<b>15</b>
CIS 2300	Programming and Computational Thinking	3	CIS 2300	Programming and Computational Thinking	3
Choose from			Choose from		
CIS 3100 OR CIS 3110 OR CIS 3120	Object Oriented Programming I OR Object Oriented Programming with Java OR Programming for Analytics	3	CIS 3100 OR CIS 3110 OR CIS 3120	Object Oriented Programming I OR Object Oriented Programming with Java OR Programming for Analytics	3
CIS 3400	Database Management	3	CIS 3400	Database Management	3
CIS 4800	Systems Analysis and Design	3	CIS 4800	Systems Analysis and Design	3
CIS 5800	Information Technology Development and Project Management	3	CIS 5800	Information Technology Development and Project Management	3
<b>Elective Courses</b>		<b>Crd</b>	<b>Elective Courses</b>		<b>Crd</b>
<b>9 credits required. At least 3 credits should be from a course in the 4000-level</b>		<b>9</b>	<b>9 credits required. At least 3 credits should be from a course in the 4000-level</b>		<b>9</b>
CIS 3100 OR CIS 3110 OR CIS 3120	Object Oriented Programming I OR Object Oriented Programming with Java OR Programming for Analytics <sup>†</sup>	3	CIS 3100 OR CIS 3110 OR CIS 3120	Object Oriented Programming I OR Object Oriented Programming with Java OR Programming for Analytics <sup>†</sup>	3
CIS 3150	Introduction to Semantic Technologies	3	CIS 3150	Introduction to Semantic Technologies	3
CIS 3250	Blockchain Technologies and Applications	3	CIS 3250	Blockchain Technologies and Applications	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	Computer Networking	3	CIS 3500	Computer Networking	3
CIS 3550	Cybersecurity	3	CIS 3550	Cybersecurity	3
CIS 3620	Financial Information Technologies	3	CIS 3620	Financial Information Technologies	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	CIS/STA 3920	Data Mining for Business Analytics	3
CIS 4093	Special Topics in Computer Information Systems (3 credits)	3	CIS 4093	Special Topics in Computer Information Systems (3 credits)	3
CIS 4100	Object Oriented Programming II	3	CIS 4100	Object Oriented Programming II	3
CIS 4160	Web Applications Development	3	CIS 4120	Applied Natural Language Processing	3
CIS/STA 4170	Data Visualization	3	CIS 4130	Big Data Technologies	3
CIS 4350	Information Technology Audit	3	CIS 4160	Web Applications Development	3
CIS 4400	Data Warehousing for Analytics	3	CIS/STA 4170	Data Visualization	3
CIS 4500	Networks and Telecommunications II	3	CIS 4350	Information Technology Audit	3
CIS 4650	Ethical Hacking	3	CIS 4400	Data Warehousing for Analytics	3
CIS 4610	Expert (Knowledge-Based) Systems and Related Technologies	3	CIS 4500	Networks and Telecommunications II	3
CIS 4650	Operating Systems Concepts	3	CIS 4560	Ethical Hacking	3
OPR 3300	Quantitative Methods for Accounting*	3	CIS 4610	Expert (Knowledge-Based) Systems and Related Technologies	3
OPR 3450	Quantitative Decision Making for Business I**	3	CIS 4650	Operating Systems Concepts	3
STA 4920	Advanced Data Mining	3	OPR 3300	Quantitative Methods for Accounting*	3
			OPR 3450	Quantitative Decision Making for Business I**	3
			STA 4920	Advanced Data Mining	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.

† If you have used one of these programming courses as a required course, you may use the other two as electives.

**Rationale:** These two new courses are being introduced in response to student requests for more electives related to data analytics. The courses will initially be offered once a year as electives in the General and Data Analytics tracks. Each course is expected to enroll approximately 60-70 students per semester.

**All.1.2 The following revisions are proposed for the 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: Spring 2022

<b>From:</b> BBA in Computer Information Systems (Data Analytics Track)			<b>To:</b> BBA in Computer Information Systems (Data Analytics Track)		
Course	Description	Crd	Course	Description	Crd
<b>Required Courses</b>		<b>15</b>	<b>Required Courses</b>		<b>15</b>
CIS 2300	Programming and Computational Thinking	3	CIS 2300	Programming and Computational Thinking	3
CIS 3120	Programming for Analytics	3	CIS 3120	Programming for Analytics	3
CIS 3400	Database Management	3	CIS 3400	Database Management	3
CIS/STA 3920	Data Mining for Business Analytics	3	CIS/STA 3920	Data Mining for Business Analytics	3
CIS 4400	Data Warehousing for Analytics	3	CIS 4400	Data Warehousing for Analytics	3
<b>Elective Courses</b>		<b>Crd</b>	<b>Elective Courses</b>		<b>Crd</b>
<b>Choose three (3) courses of 3 credits each from the following, at least one of which should be a CIS course and one should be a STA course or an OPR course.</b>		<b>9</b>	<b>Choose three (3) courses of 3 credits each from the following, at least one of which should be a CIS course and one should be a STA course or an OPR course.</b>		<b>9</b>
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
CIS/STA 4170	Data Visualization	3	<u>CIS 4120</u>	<u>Applied Natural Language Processing</u>	<u>3</u>
STA 3154	Business Statistics II	3	<u>CIS 4130</u>	<u>Big Data Technologies</u>	<u>3</u>
STA 4155	Regression and Forecasting Models for Business Applications	3	CIS/STA 4170	Data Visualization	3
STA 4920	Advanced Data Mining	3	STA 3154	Business Statistics II	3
OPR 3300*	Quantitative Methods for Accounting	3	STA 4155	Regression and Forecasting Models for Business Applications	3
OPR 3450**	Quantitative Decision Making for Business I	3	STA 4920	Advanced Data Mining	3
OPR 3451	Quantitative Decision Making for Business II	3	OPR 3300*	Quantitative Methods for Accounting	3
MKT 4123	Marketing Web Analytics and Intelligence	3	OPR 3450**	Quantitative Decision Making for Business I	3
MKT 4561	Marketing Analytics	3	OPR 3451	Quantitative Decision Making for Business II	3
			MKT 4123	Marketing Web Analytics and Intelligence	3
			MKT 4561	Marketing Analytics	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: These two new courses are being introduced in response to student requests for more electives related to data analytics. The courses will initially be offered once a year as electives in the General and Data Analytics tracks. Each course is expected to enroll approximately 60-70 students per semester.

**All.1.3 The following revisions are proposed for the minor in Data Analytics in Business in the Zicklin School of Business, effective Spring 2022**

Course	Description	Crd	Course	Description	Crd
<b>Required Courses (6 Credits)</b>			<b>Required Courses (6 Credits)</b>		
CIS 2300	Programming and Computational Thinking	3	CIS 2300	Programming and Computational Thinking	3
CIS/STA 3920	Data Mining for Business Analytics	3	CIS/STA 3920	Data Mining for Business Analytics	3
<b>Elective Courses (3 Credits)</b>			<b>Elective Courses (3 Credits)</b>		
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 4170	Data Visualization	3	<u>CIS 4120</u>	<u>Applied Natural Language Processing</u>	<u>3</u>
CIS 4400	Data Warehousing for Analytics	3	<u>CIS 4130</u>	<u>Big Data Technologies</u>	<u>3</u>
STA 3154	Business Statistics II	3	CIS/STA 4170	Data Visualization	3
STA 4155	Regression and Forecasting Models for Business Applications	3	CIS 4400	Data Warehousing for Analytics	3
MKT 4123	Marketing Web Analytics and Intelligence	3	STA 3154	Business Statistics II	3
MKT 4561	Marketing Analytics	3	STA 4155	Regression and Forecasting Models for Business Applications	3
MGT 3500*	Management Science	3	MKT 4123	Marketing Web Analytics and Intelligence	3
OPR 3450*	Quantitative Decision Making for Business I	3	MKT 4561	Marketing Analytics	3
			MGT 3500*	Management Science	3
			OPR 3450*	Quantitative Decision Making for Business I	3

\* Students receiving credit for MGT 3500 will not receive credit or OPR 3450.

Rationale: We would like to make these two new courses available as electives in our analytics minor. These two new courses are being introduced in response to student requests for more electives related to data analytics.

**AIII.2.1 The following revisions are proposed for the BBA in Marketing Management, General Marketing track in the Zicklin School of Business**

Program: BBA in Marketing Management, General Marketing track  
 Program Code: 01927  
 MHC Program Code: 60018  
 HEGIS Code: 0509.00  
 Effective: Spring 2022

<b>From:</b>			<b>To:</b>		
<b>BBA in Marketing Management, General Marketing track</b>			<b>BBA in Marketing Management, General Marketing track</b>		
Course	Description	Crd	Course	Description	Crd
Required Courses		12	Required Courses		15
MKT 3400	International Business Principles	3	MKT 3400	International Business Principles	3
MKT 3600	<del>Marketing Research</del>	3	MKT 3600	<u>Marketing Information for Decision-Making</u>	3
MKT 3605	Consumer Behavior	3	MKT 3605	Consumer Behavior	3
MKT 5750	Marketing Strategy	3	<u>MKT 3620</u>	<u>Digital Transformation of Marketing</u>	3
			MKT 5750	Marketing Strategy	3
Elective Courses Digital Marketing electives		Crd	Elective Courses		Crd
Choose <del>four (4)</del> courses (12 credits) from the following.*		12	Choose <u>three (3)</u> courses (9 credits) from the following.*		9
MKT 3140	Interaction Design: Designing Innovative Digital Products and Services	3	MKT 3140	Interaction Design: Designing Innovative Digital Products and Services	3
MKT 3420	Persuasion and Customer Decision Making	3	MKT 3420	Persuasion and Customer Decision Making	3
MKT 3520	Advertising and Marketing Communications	3	MKT 3520	Advertising and Marketing Communications	3
MKT 4093**	Selected Topics in Marketing	3	MKT 4093**	Selected Topics in Marketing	3
MKT 4120	Media Planning	3	MKT 4120	Media Planning	3
MKT 4123	Marketing Web Analytics and Intelligence	3	MKT 4123	Marketing Web Analytics and Intelligence	3
MKT 4131	Advertising Creative Strategy and Tactics	3	MKT 4131	Advertising Creative Strategy and Tactics	3
MKT 4151	Direct and Interactive Marketing	3	MKT 4151	Direct and Interactive Marketing	3
MKT 4160	Advertising Account Management	3	MKT 4160	Advertising Account Management	3
MKT 4171	Public Relations	3	MKT 4171	Public Relations	3
<del>MKT 4200</del>	<del>Search Marketing</del>	<del>3</del>	MKT 4401	International Trade Financing	3
MKT 4401	International Trade Financing	3	MKT 4410	International Trade Operations	3
MKT 4410	International Trade Operations	3	MKT 4420	International Marketing	3
MKT 4420	International Marketing	3	MKT 4460	International Supply Chain Management	3
MKT 4460	International Supply Chain Management	3	MKT 4493**	Special Topics in Advertising and Marketing Communications	3
MKT 4493**	Special Topics in Advertising and Marketing	3	MKT 4511	Marketing Channels	3

	Communications				
MKT 4511	Marketing Channels	3	MKT 4540	Branding	3
MKT 4540	Branding	3	MKT 4555	Internet Marketing	3
MKT 4555	Internet Marketing	3	MKT 4557	Digital Advertising	3
MKT 4557	Digital Advertising	3	MKT 4560	Entertainment Marketing	3
MKT 4560	Entertainment Marketing	3	MKT 4561	Marketing Analytics	3
MKT 4561	Marketing Analytics	3	MKT 4593**	Special Topics in Digital Marketing	3
MKT 4593**	Special Topics in Digital Marketing	3	MKT 4620	Text Analytics for Marketing	3
MKT 4620	Text Analytics for Marketing	3	MKT 4630	Marketing Analytics with Big Data	3
MKT 4630	Marketing Analytics with Big Data	3	MKT 4693**	Special Topics in Marketing Analytics	3
MKT 4693**	Special Topics in Marketing Analytics	3	MKT 4876	Advertising Account Planning	3
MKT 4876	Managing Consumer Expectations	3	MKT 4910	Selling and Sales Management	3
MKT 4910	Selling and Sales Management	3	MKT 4911	Communication Skills for Selling and Marketing	3
MKT 4911	Communication Skills for Selling and Marketing	3	MKT 4912	Retailing I: Retail Marketing	3
MKT 4912	Retailing I: Retail Marketing	3	MKT 4913	Retailing II: Retailing Management and Merchandising	3
MKT 4913	Retailing II: Retailing Management and Merchandising	3	MKT 4966	Social Media Marketing and New Ventures	3
MKT 4966	Social Media Marketing and New Ventures	3	MKT 5000	Independent Study	3
MKT 5000	Independent Study	3	MKT 5150	Advertising Campaigns I: Ad Competition	3
MKT 5150	Advertising Campaigns I: Ad Competition	3	MKT 5151	Advertising Campaigns II: Ad Competition	3
MKT 5151	Advertising Campaigns II: Ad Competition	3	MKT 5200	Marketing Consulting Practicum	3
MKT 5200	Marketing Consulting Practicum	3	MKT 5550	Product Planning	3
MKT 5550	Product Planning	3	IBS 3000***	Technology, Innovation, and the Global Enterprise	3
IBS 3000***	Technology, Innovation, and the Global Enterprise	3	ECO 3250***	International Economics	3
ECO 3250***	International Economics	3	LAW 3111***	Law and International Business	3
LAW 3111***	Law and International Business	3	MGT 4880***	Management of Multinational Corporations	3
LAW 3118***	Law of Unfair Competition and Intellectual Property	3			
LAW 3106***	Law & Entrepreneurship	3			
LAW 3220***	Law and the Entertainment Business	3			
MGT 4880***	Management of Multinational Corporations	3			

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

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

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

**Rationale:** There are four changes to the track: 1) The title of MKT 3600 has been changed to Marketing Information for Decision-Making to reflect the revised focus of the course on providing students with a better understanding of the different types of marketing information available today and describing how these types of information can be best utilized to make marketing decisions. 2) Adding MKT 3620 exposes students to the digital transformation of all aspects of marketing, and the range of options available to marketing managers to execute their strategies in the digital space. This new required course is mandatory for all students in the Marketing Management major and therefore is included as a required course in the General Marketing track. 3) The current title of MKT 4876, “Managing Consumer Expectations,” does not represent the content of the course, which focuses on Strategic Planning in the development of all Integrated Marketing Communications campaigns. Consequently, we will use the generally accepted description: “Account Planning.” 4) We have deleted electives (MKT 4200; LAW 3118; LAW 3106; LAW 3220) that are no longer consistent with the objectives of this track or are redundant with existing courses.

**All.2.2 The following revisions are proposed for the BBA in Marketing Management, Marketing Analytics track in the Zicklin School of Business**

Program: BBA in Marketing Management, Marketing Analytics track  
 Program Code: 01927  
 MHC Program Code: 60018  
 HEGIS Code: 0509.00  
 Effective: Spring 2022

<b>From:</b>			<b>To:</b>		
<b>BBA in Marketing Management, Marketing Analytics track</b>			<b>BBA in Marketing Management, Marketing Analytics track</b>		
Course	Description	Crd	Course	Description	Crd
Required Courses		42	Required Courses		15
MKT 3600	<del>Marketing Research</del>	3	MKT 3600	<u>Marketing Information for Decision-Making</u>	3
MKT 3605	Consumer Behavior	3	MKT 3605	Consumer Behavior	3
MKT 4561	Marketing Analytics	3	<u>MKT 3620</u>	<u>Digital Transformation of Marketing</u>	<u>3</u>
MKT 5750	Marketing Strategy	3	MKT 4561	Marketing Analytics	3
			MKT 5750	Marketing Strategy	3
Elective Courses		42	Elective Courses		9
Choose <del>four (4)</del> courses of (3) three credits each from the following, two of which must be marketing (MKT) courses:			Choose <u>three (3)</u> courses of (3) three credits each from the following, two of which must be marketing (MKT) courses:		
MKT 4120	Media Planning	3	MKT 4120	Media Planning	3
MKT 4123	Marketing Web Analytics and Intelligence	3	MKT 4123	Marketing Web Analytics and Intelligence	3
MKT 4154	<del>Direct Marketing I: Strategies and Tactics</del>	3	MKT 4555	Internet Marketing	3
MKT 4200	<del>Search Marketing</del>	3	MKT 4620	Text Analytics for Marketing	3
MKT 4555	Internet Marketing	3	MKT 4630	Marketing Analytics with Big Data	3

MKT 4620	Text Analytics for Marketing	3	MKT 4693*	Special Topics in Marketing Analytics	3
MKT 4630	Marketing Analytics with Big Data	3	MKT 5000	Independent Study	3
MKT 4693*	Special Topics in Marketing Analytics	3	<u>CIS 3710</u>	<u>Foundations of Business Analytics</u>	<u>3</u>
MKT 5000	Independent Study	3	CIS 3920/ STA 3920	Data Mining for Business Analytics	3
STA 4155	<del>Regression and Forecasting Models for Business Applications</del>	<del>3</del>			
CIS 3120	<del>Programming for Analytics</del>	<del>3</del>			
CIS 3920/ STA 3920	Data Mining for Business Analytics	3			
CIS 4170	<del>Data Visualization</del>	<del>3</del>			

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

Rationale: There are six changes to this track: 1) The title of MKT 3600 has been changed to Marketing Information for Decision-Making to reflect the revised focus of the course on providing students with a better understanding of the different types of marketing information available today and describing how these types of information can be best utilized to make marketing decisions. 2) Adding MKT 3620 exposes students to the digital transformation of all aspects of marketing, and the range of options available to marketing managers to execute their strategies in the digital space. This new required course is mandatory for all students in the Marketing Management major and therefore is included as a required course in the General Marketing track. 3) We have deleted “CIS 3710 Foundations of Business Analytics” as a possible elective for students. 4) We have deleted “CIS 3120 Programming for Analytics”, and “STA 4155 Regression and Forecasting Models for Business Applications” as marketing students do not take CIS 2300 (the pre-req for both). 5) We have deleted CIS 4170 as an elective because that course has been changed to make it programming-focused, and MKT 4561 covers data visualization now. 6) We have deleted MKT 4151 and MKT 4200, from the elective pool due to the courses being offered infrequently.

**All.2.3 The following revisions are proposed for the BBA in Marketing Management, Digital Marketing Track in the Zicklin School of Business**

Program: BBA in Marketing Management, Digital Marketing Track  
Program Code: 01927  
MHC Program Code: 60018  
HEGIS Code: 0509.00  
Effective: Spring 2022

<b>From:</b>	<b>BBA in Marketing Management, Digital Marketing track</b>		<b>To:</b>	<b>BBA in Marketing Management, Digital Marketing track</b>	
Course	Description	Crd	Course	Description	Crd
Required Courses		15	Required Courses		<u>18</u>

MKT 3600	<del>Marketing Research</del>	3	MKT 3600	<u>Marketing Information for Decision-Making</u>	3
MKT 3605	Consumer Behavior	3	MKT 3605	Consumer Behavior	3
MKT 4123	Marketing Web Analytics and Intelligence	3	<u>MKT 3620</u>	<u>Digital Transformation of Marketing</u>	<u>3</u>
MKT 4555	Internet Marketing	3	MKT 4123	Marketing Web Analytics and Intelligence	3
MKT 5750	Marketing Strategy	3	MKT 4555	Internet Marketing	3
			MKT 5750	Marketing Strategy	3
Elective Courses Digital Marketing electives		Crd	Elective Courses Digital Marketing Electives		Crd
Choose <del>three (3) courses (9 credits)</del> from the following, two of which must be marketing (MKT) or international business (IBS) courses.		9	Choose <u>two courses (6 credits)</u> from the following, one of which must be a marketing (MKT) or international business (IBS) course.		<u>6</u>
MKT 3140	<del>Interaction Design: Designing Innovative Digital Products and Services</del>	3	<u>MKT 4120</u>	<u>Media Planning</u>	<u>3</u>
MKT 4151	<del>Direct and Interactive Marketing</del>	3	MKT 4171	Public Relations	3
MKT 4171	Public Relations	3	MKT 4460	International Supply Chain Management	3
MKT 4200	<del>Search Marketing</del>	3	MKT 4557	Digital Advertising	3
MKT 4460	International Supply Chain Management	3	MKT 4561	Marketing Analytics	3
MKT 4557	Digital Advertising	3	MKT 4593*	Special Topics in Digital Marketing	3
MKT 4561	Marketing Analytics	3	MKT 4620	Text Analytics for Marketing	3
MKT 4593*	Special Topics in Digital Marketing	3	MKT 4630	Marketing Analytics with Big Data	3
MKT 4620	Text Analytics for Marketing	3	MKT 4966	Social Media Marketing and New Ventures	3
MKT 4630	Marketing Analytics with Big Data	3	MKT 5200	Marketing Consulting Practicum	3
MKT 4966	Social Media Marketing and New Ventures	3	IBS 3000	Technology, Innovation, and the Global Enterprise	3
MKT 5200	Marketing Consulting Practicum	3	CIS 3444	e-Business Technologies	3
IBS 3000	Technology, Innovation, and the Global Enterprise	3	LAW 3108	Law and the Internet	3
CIS 3444	e-Business Technologies	3	MGT 4967	Technology, Innovation and Design in Entrepreneurship	3
CIS 3630	<del>Principles of Web Design</del>	3			
LAW 3108	Law and the Internet	3			
LAW 3118	<del>Law of Unfair Competition and Intellectual Property</del>	3			
MGT 4967	Technology, Innovation and Design in Entrepreneurship	3			

Rationale: There are four changes to the track: 1) The title of MKT 3600 has been changed to Marketing Information for Decision-Making to reflect the revised focus of the course on providing students with a better understanding of the different types of marketing information available today and describing how these types of information can be best utilized to make marketing decisions. 2) Adding MKT 3620 exposes students to the digital



transformation of all aspects of marketing, and the range of options available to marketing managers to execute their strategies in the digital space. This new required course is mandatory for all students in the Marketing Management major and therefore is included as a required course in the General Marketing track. 3) We have deleted MKT 3140, MKT 4151, MKT 4200, CIS 3630 and LAW 3118 as electives due to either the course being offered infrequently or the course being taught in a technical spectrum different from the needs of a Marketing graduate. 4) We have added MKT 4120 as a new elective in for the pool to provide students interested in cross media planning to understand the analytics and associated decision making relevant to allocation of marketing budgets.

**AIII.2.4 The following revisions are proposed for the BBA in Marketing Management, International Marketing track in the Zicklin School of Business**

Program: BBA in Marketing Management, International Marketing track  
 Program Code: 01927  
 MHC Program Code: 60018  
 HEGIS Code: 0509.00  
 Effective: Spring 2022

<b>From:</b>			<b>To:</b>		
<b>BBA in Marketing Management, International Marketing track</b>			<b>BBA in Marketing Management, International Marketing track</b>		
Course	Description	Crd	Course	Description	Crd
Required Courses		18	Required Courses		18
MKT 3400	International Business Principles	3	MKT 3400	International Business Principles	3
MKT 3600	<del>Marketing Research</del>	3	MKT 3600	<u>Marketing Information for Decision-Making</u>	3
MKT 3605	Consumer Behavior	3	MKT 3605	Consumer Behavior	3
<del>MKT 4410</del>	<del>International Trade Operations</del>	<del>3</del>	<u>MKT 3620</u>	<u>Digital Transformation of Marketing</u>	<u>3</u>
MKT 4420	International Marketing	3	MKT 4420	International Marketing	3
MKT 5750	Marketing Strategy	3	MKT 5750	Marketing Strategy	3
Elective Courses		6	Elective Courses		6
Choose 2 courses from any of the following:			Choose 2 courses from any of the following:		
MKT 4401	International Trade Financing	3	<u>IBS 3000</u>	<u>Technology, Innovation and Global Enterprise</u>	<u>3</u>
MKT 4460	International Supply Chain Management	3	MKT 4401	International Trade Financing	3
ECO 3250	International Economics and Finance	3	<u>MKT 4410</u>	<u>International Trade Operations</u>	<u>3</u>
<del>FIN 4910</del>	<del>International Financial Markets</del>	<del>3</del>	MKT 4460	International Supply Chain Management	3
LAW 3111	Law and International Business	3	ECO 3250	International Economics and Finance	3
COM 3069	Intercultural Communication	3	LAW 3111	Law and International Business	3
COM 3076	International Communication	3	COM 3069	Intercultural Communication	3
MGT 4880	Management of Multinational Corporations	3	COM 3076	International Communication	3
			MGT 4880	Management of Multinational Corporations	3
*MKT 5100 (Internship) may be taken as an additional course as your free elective, but it cannot be taken to satisfy the requirements of the track.					

**Rationale:** There are five changes to the track: 1) The title of MKT 3600 has been changed to Marketing Information for Decision-Making to reflect the revised focus of the course on providing students with a better understanding of the different types of marketing information available today and describing how these types of information can be best utilized to make marketing decisions. 2) Adding MKT 3620 exposes students to the digital transformation of all aspects of marketing, and the range of options available to marketing managers to execute their strategies in the digital space. This new required course is mandatory for all students in the Marketing Management major and therefore is included as a required course in the General Marketing track. 3) We have added MKT 4410 International Trade Operations as an elective (rather than required course) for the track. 4) We have deleted FIN 4910 as an elective because Marketing majors will not have the pre-requisites for FIN 4910 (i.e., FIN 3610, FIN 3710 and ECO 4000). 5) We have added IBS 3000 as an elective for International Marketing students. It is a highly relevant elective for this track. Also, because some students switch from the International Business major to the International Marketing track (Marketing major) after taking IBS 3000, this addition will make it possible for students to get credit for the elective.

**All.2.5 The following revisions are proposed for the BBA in Marketing Management, Advertising and Marketing Communications track in the Zicklin School of Business**

Program: BBA in Marketing Management, Advertising and Marketing Communications track  
 Program Code: 01927  
 MHC Program Code: 60018  
 HEGIS Code: 0509.00  
 Effective: Spring 2022

<b>From:</b>			<b>To:</b>		
<b>BBA in Marketing, Advertising and Marketing Communications Track</b>			<b>BBA in Marketing, Advertising and Marketing Communications Track</b>		
Course	Description	Crd	Course	Description	Crd
Required Courses		12	Required Courses		15
MKT 3520	Advertising and Marketing Communications	3	MKT 3520	Advertising and Marketing Communications	3
MKT 3600	<del>Marketing Research</del>	3	MKT 3600	<u>Marketing Information for Decision-Making</u>	3
MKT 3605	Consumer Behavior	3	MKT 3605	Consumer Behavior	3
MKT 5750	Marketing Strategy	3	<u>MKT 3620</u>	<u>Digital Transformation of Marketing</u>	<u>3</u>
			MKT 5750	Marketing Strategy	3
Electives Courses		Crd	Elective Courses		Crd
Choose 4 courses (12 credits) from the following:		12	Choose 3 courses (9 credits) from the following:		9
MKT 4120	Media Planning	3	MKT 4120	Media Planning	3
<del>MKT 4123</del>	<del>Marketing Web Analytics</del>	<del>3</del>	MKT 4131	Advertising Creative Strategy	3
MKT 4131	Advertising Creative Strategy	3	MKT 4160	Advertising Account Management	3
<del>MKT 4154</del>	<del>Direct and Interactive Marketing</del>	<del>3</del>	MKT 4171	Public Relations	3
MKT 4160	Advertising Account Management	3	MKT 4493	Special Topics in Advertising and Marketing Communications	3

MKT 4171	Public Relations	3	MKT 4540	Branding	3
MKT 4493	Special Topics in Advertising and Marketing Communications	3	MKT 4876	<u>Advertising Account Planning</u>	3
MKT 4540	Branding	3	MKT 5150	Advertising Campaigns I: Ad Competition	3
<del>MKT 4555</del>	<del>Internet Marketing</del>	<del>3</del>	MKT 5151	Advertising Campaigns II: Ad Competition	3
<del>MKT 4557</del>	<del>Digital Advertising</del>	<del>3</del>	MKT 5200	Marketing Consulting Practicum	3
<del>MKT 4561</del>	<del>Marketing Analytics</del>	<del>3</del>			
<del>MKT 4876</del>	<del>Managing Consumer Expectations</del>	<del>3</del>			
<del>MKT 4966</del>	<del>Social Media Marketing and New Ventures</del>	<del>3</del>			
MKT 5150	Advertising Campaigns I: Ad Competition	3			
MKT 5151	Advertising Campaigns II: Ad Competition	3			
MKT 5200	Marketing Consulting Practicum	3			

Rationale: There are four changes to the track: 1) The title of MKT 3600 has been changed to Marketing Information for Decision-Making to reflect the revised focus of the course on providing students with a better understanding of the different types of marketing information available today and describing how these types of information can be best utilized to make marketing decisions. 2) Adding MKT 3620 exposes students to the digital transformation of all aspects of marketing, and the range of options available to marketing managers to execute their strategies in the digital space. This new required course is mandatory for all students in the Marketing Management major and therefore is included as a required course in the General Marketing track. 3) The current title of MKT 4876, “Managing Consumer Expectations,” does not represent the content of the course, which focuses on Strategic Planning in the development of all Integrated Marketing Communications campaigns. Consequently, we will use the generally accepted description: “Account Planning.” 4) We have deleted electives (MKT 4123; 4151; 4555; 4557; 4561; 4966): Many of the topics covered in these courses are redundant with the new Digital Transformation of Marketing course. Students in this track are not expected to have in-depth knowledge beyond this new course.

**AIII.3.1 The following revisions are proposed for the BBA Program in the Zicklin School of Business  
Effective Spring 2022**

**Entry Requirements for the Zicklin School**

<p><b>FROM:</b></p> <p><b>Path 2 - Early Entry:</b></p> <p>Students need to satisfy all of the following criteria:</p> <ul style="list-style-type: none"> <li>• Completion of 4 pre-business courses with a minimum 2.25 GPA<sup>1, 2, 3</sup></li> </ul>	<p><b>TO:</b></p> <p><b>Path 2 - Early Entry:</b></p> <p>Students need to satisfy all of the following criteria:</p> <ul style="list-style-type: none"> <li>• <u>Completion of pre-calculus, or placement into calculus</u></li> <li>• Completion of 4 pre-business courses with a minimum 2.25 GPA<sup>1, 2, 3</sup></li> </ul>
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- ACC 2101 *Principles of Accounting*
- ECO 1001 *Microeconomics*
- ECO 1002 *Macroeconomics*
- STA 2000 *Business Statistics I*

● Completion of at least 30 credits with an overall Baruch GPA<sup>4</sup> of 2.25 or higher

<sup>1</sup> AP credits are not used in calculating the GPA.

<sup>2</sup> Transferred credit grades will be used in calculating the GPA with the exception of international grades, which are not transferred.

<sup>3</sup> Students who do not meet the GPA requirement in the early entry path have the option of choosing the regular entry path.

<sup>4</sup> New transfer students who have completed all pre-business courses prior to transfer will be eligible for admission to Zicklin without a Baruch GPA.

### **Path 3 - Regular Entry:**

Students need to satisfy all of the following criteria:

- Completion of COM 2020 *Introduction to Business Communication*, and ENG 2150 *Writing II*
- Completion of 7 pre-business courses with a minimum 2.25 GPA<sup>5, 6</sup>

- ACC 2101 *Principles of Accounting*
- CIS 2200 *Introduction to Information Systems and Technologies*
- ECO 1001 *Microeconomics*
- ECO 1002 *Macroeconomics*
- ENG 2100 *Writing I*
- LAW 1101 *Fundamentals of Business Law*
- STA 2000 *Business Statistics I*

● Completion of at least 45 credits with an overall Baruch GPA<sup>7</sup> of 2.25 or higher

<sup>5</sup> AP credits are not used in calculating the GPA.

<sup>6</sup> Transferred credit grades will be used in calculating the GPA with the

- ACC 2101 *Principles of Accounting*
- ECO 1001 *Microeconomics*
- ECO 1002 *Macroeconomics*
- STA 2000 *Business Statistics I*

● Completion of at least 30 credits with an overall Baruch GPA<sup>4</sup> of 2.25 or higher

<sup>1</sup> AP credits are not used in calculating the GPA.

<sup>2</sup> Transferred credit grades will be used in calculating the GPA with the exception of international grades, which are not transferred.

<sup>3</sup> Students who do not meet the GPA requirement in the early entry path have the option of choosing the regular entry path.

<sup>4</sup> New transfer students who have completed all pre-business courses prior to transfer will be eligible for admission to Zicklin without a Baruch GPA.

### **Path 3 - Regular Entry:**

Students need to satisfy all of the following criteria:

- Completion of:
  - COM 2020 *Introduction to Business Communication*
  - ENG 2150 *Writing II*
  - Pre-calculus (or placement into Calculus)

● Completion of 7 pre-business courses with a minimum 2.25 GPA<sup>5, 6</sup>

- ACC 2101 *Principles of Accounting*
- CIS 2200 *Introduction to Information Systems and Technologies*
- ECO 1001 *Microeconomics*
- ECO 1002 *Macroeconomics*
- ENG 2100 *Writing I*
- LAW 1101 *Fundamentals of Business Law*
- STA 2000 *Business Statistics I*

● Completion of at least 45 credits with an overall Baruch GPA<sup>7</sup> of 2.25 or higher

exception of international grades, which are not transferred. <sup>7</sup> New transfer students who have completed all pre-business courses prior to transfer will be eligible for admission to Zicklin without a Baruch GPA	<sup>5</sup> AP credits are not used in calculating the GPA. <sup>6</sup> Transferred credit grades will be used in calculating the GPA with the exception of international grades, which are not transferred. <sup>7</sup> New transfer students who have completed all pre-business courses prior to transfer will be eligible for admission to Zicklin without a Baruch GPA
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**Rationale:** Students entering Zicklin must complete a precalculus course, either MTH 2003 or MTH 2009 (or their equivalent in transfer), or otherwise be placed into calculus. Precalculus covers topics that are necessary for quantitative courses in business, beginning with ACC 2101, ECO 1001, ECO 1002, and QNT 2020. The mathematical concepts in precalculus are essential to the study of business subjects, viz. finance, economics, statistics, computing, operations, marketing, real estate, and strategic management.

Students will be required to complete precalculus before taking 4000-level business classes. This proposal accelerates that requirement in order to ensure that students have met the requirements to take QNT 2020 upon entry into Zicklin.

**All.3.2 The following revisions are proposed by the Zicklin School of Business. Effective Spring 2022**

From:			To:		
<b>Requirements that apply to all business majors:</b>			<b>Requirements that apply to all business majors:</b>		
Students admitted to the Zicklin School of Business are required to complete the following courses before they can enroll in any business major courses that are 4xxx level or above.			Students admitted to the Zicklin School of Business are required to complete the following courses before they can enroll in any business major courses that are 4xxx level or above.		
Course	Description	Crd	Course	Description	Crd
<b>Required Courses</b>			<b>Required Courses</b>		
ACC 2101	Principles of Accounting	3	ACC 2101	Principles of Accounting	3
BUS 2000	Business Fundamentals: The Contemporary Business Landscape	3	BUS 2000	Business Fundamentals: The Contemporary Business Landscape	3
CIS 2200	Introduction to Information Systems and Technologies	3	CIS 2200	Introduction to Information Systems and Technologies	3
COM 2020	Introduction to Business Communication	3	COM 2020	Introduction to Business Communication	3
COM 3021	Professional Speech Communication	1.5	COM 3021	Professional Speech Communication	1.5
ECO 1001	Microeconomics	3	ECO 1001	Microeconomics	3
ECO 1002	Macroeconomics	3	ECO 1002	Macroeconomics	3
ENG 2100	Writing I	3	ENG 2100	Writing I	3
ENG 2150	Writing II	3	ENG 2150	Writing II	3
FIN 2000	Principles of Financial Planning and	1.5	FIN 2000	Principles of Financial Planning and	1.5

	Individual Investing			Individual Investing	
LAW 1101	Fundamentals of Business Law	3	LAW 1101	Fundamentals of Business Law	3
QNT 2020	Foundations of Predictive Analytics and Decision Modeling	3	QNT 2020	Foundations of Predictive Analytics and Decision Modeling	3
STA 2000	Business Statistics I	3	STA 2000	Business Statistics I	3
			Completion of precalculus (or have placement in calculus)		

**Rationale:** In keeping with the addition of precalculus to Zicklin admission paths 2 and 3, precalculus is being added to the list of requirements that students must complete before they are allowed to take advanced 4000-level business courses.

**All.3.3: The following revisions are proposed for the BBA Program in the Zicklin School of Business**

**BBA degree with additional 24-30 credits concentration in Liberal Arts**

Permit students in the BBA degree program to complete a concentration in Liberal Arts based on the requirements of a major from the Weissman school of Arts and Sciences. A notation of completion of all of the requirements of the concentration in liberal arts will be added to the permanent comment section in their transcript.

<b>BBA degree with additional 24-30 credits concentration in Liberal Arts</b>			
<b>ZICKLIN</b>	<b>WEISSMAN</b>	<b>COURSES</b>	<b>CREDITS</b>
<b>Pathways required Core (using STA 2000 for MQR)</b>			12
<b>Pathways Flexible Core</b>			18
<b>Required Liberal Arts for Zicklin</b>		<b>COM 2020, COM 3021, ECO 1001, ECO 1002</b>	10.5
<b>Business Core</b>		<b>ACC 2101, ACC 2203, BPL 5100, BUS 2000, CIS 2200, FIN 2000, FIN 3000, LAW 1101, MGT 3120, MKT 3000, OPM 3000, QNT 2020</b>	34.5
<b>Major required courses</b>			24
<b>College Option<sup>1</sup></b>		<b>LIT/ENG 2800/2850</b>	3
	<b>24-30 credits concentration in Liberal Arts<sup>2</sup></b>		24-30
		<b>Total</b>	126-132

<sup>1</sup> The requirement to complete a liberal arts minor that fulfills the college option requirement is waived for students who complete a concentration in Liberal Arts.

<sup>2</sup> Students completing a concentration in liberal arts will be subject to all the requirements that apply to the corresponding Weissman major.

## **Rationale:**

Allowing students in our BBA program to pursue a second concentration in one of the areas offered by the Weissman school of arts and sciences will help students gain a well-rounded education. Complementarities between the majors offered by the Weissman school and the Zicklin school present unique opportunities for students to differentiate themselves in the marketplace. An Arts & Sciences concentration that complements a BBA major will help students better address the BBA program learning goals. This proposal takes a step toward bringing together the strengths of the two schools at Baruch College for the benefit of our students.

Although only one degree with one BBA major will be awarded, a notation of completion of all of the requirements of a Liberal Arts concentration will be added in the permanent comment section in the students' transcripts. BBA students completing a concentration in Liberal Arts may require additional credits that are above and beyond the 124 credit requirement for the BBA degree.

## **Section AIV: New Courses**

### **AIV.1.1 New Course**

<b>CUNYfirst Course ID</b>	
<b>Department(s)</b>	Paul H. Chook Department of Information Systems and Statistics
<b>Career</b>	<input checked="" type="checkbox"/> Undergraduate <input type="checkbox"/> Graduate
<b>Academic Level</b>	<input checked="" type="checkbox"/> Regular <input type="checkbox"/> Compensatory <input type="checkbox"/> Developmental <input type="checkbox"/> Remedial
<b>Subject Area</b>	CIS
<b>Course Prefix</b>	CIS
<b>Course Number</b>	4120
<b>Course Title</b>	Applied Natural Language Processing
<b>Catalogue Description</b>	This course provides a survey of the concepts, challenges, and methodologies employed in Natural Language Processing (NLP). The growth of unstructured data has been primarily driven by the textual data. The course covers basic natural language processing techniques, document representation, text categorization, social media analysis, among others. Students will also learn how to use these methods ethically in the presentation and analysis and forthright appraisal of what can and cannot be achieved through these methods.
<b>Pre-Requisites</b>	CIS 3920 and CIS 3120 AND (ZICK or ZKTP student group)
<b>Credits</b>	3
<b>Contact Hours</b>	3
<b>Liberal Arts</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<b>Course Attribute (e.g. Writing Intensive, Honors, etc)</b>	

<b>Course Applicability</b>	<input checked="" type="checkbox"/> Major	<input type="checkbox"/> Gen Ed - Flexible	<input type="checkbox"/> Gen Ed - College Option
	<input type="checkbox"/> Gen Ed Required	<input type="checkbox"/> World Cultures	<input type="checkbox"/> College Option Detail _____
	<input type="checkbox"/> English Composition	<input type="checkbox"/> US Experience in its Diversity	
	<input type="checkbox"/> Mathematics	<input type="checkbox"/> Creative Expression	
	<input type="checkbox"/> Science	<input type="checkbox"/> Individual and Society	
		<input type="checkbox"/> Scientific World	
<b>Effective Term</b>	Spring 2022		

**Rationale:** This course would provide a foundation for basic natural language processing techniques through various programming libraries. Given the tremendous growth of unstructured textual data in our business environment, decision-makers need the ability to properly extract actionable insights from them. We expect an initial enrollment of 70-80 students and plan to offer it as an elective in our general and data analytics track at least once a year.

**AIV.1.2 New Course**

<b>CUNYfirst Course ID</b>	
<b>Department(s)</b>	Paul H. Chook Department of Information Systems and Statistics
<b>Career</b>	<input checked="" type="checkbox"/> Undergraduate [ ] Graduate
<b>Academic Level</b>	<input checked="" type="checkbox"/> Regular [ ] Compensatory [ ] Developmental [ ] Remedial
<b>Subject Area</b>	CIS
<b>Course Prefix</b>	CIS
<b>Course Number</b>	4130
<b>Course Title</b>	Big Data Technologies
<b>Catalogue Description</b>	This course will give students an overview of the big data technologies that will help efficiently store, extract, and process very large datasets. Students will learn key data analysis and management techniques, including critical concepts such as Distributed File Systems (storage concepts) and MapReduce/Spark (processing concepts) that power modern big data technologies. In particular, the course will leverage cloud-based services to manage storage and efficiently process data. Further, the course will also show how big data technologies can also be used to effectively analyze large volumes of data for practical applications.
<b>Pre-Requisites</b>	CIS 3120 AND (ZICK or ZKTP student group)
<b>Credits</b>	3
<b>Contact Hours</b>	3
<b>Liberal Arts</b>	[ ] Yes <input checked="" type="checkbox"/> No
<b>Course Attribute (e.g. Writing Intensive, Honors, etc)</b>	



<b>Course Applicability</b>	<input checked="" type="checkbox"/> Major <input type="checkbox"/> Gen Ed Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Gen Ed - Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World <input type="checkbox"/> Gen Ed - College Option College Option Detail _____
<b>Effective Term</b>	Spring 2022

**Rationale:** Understanding the nature of various big data technologies has become critical for students in the computing field in general and more acutely for students majoring in data analytics track. This course will provide students with hands-on experience on how to perform analyzes of large datasets, a skillset that is sought after.

We expect an initial enrollment of 70-80 students and plan to offer it as an elective in our general and data analytics track at least once a year.

#### AIV.2 New Course

<b>CUNYfirst Course ID</b>	
<b>Department(s)</b>	Narendra Paul Loomba Department of Management
<b>Career</b>	<input checked="" type="checkbox"/> Undergraduate <input type="checkbox"/> Graduate
<b>Academic Level</b>	<input checked="" type="checkbox"/> Regular <input type="checkbox"/> Compensatory <input type="checkbox"/> Developmental <input type="checkbox"/> Remedial
<b>Subject Area</b>	MGT
<b>Course Prefix</b>	MGT
<b>Course Number</b>	3150
<b>Course Title</b>	Managing Environmental Sustainability Challenges
<b>Catalogue Description</b>	This course aims to provide students with an understanding of pressing environmental sustainability challenges from the perspective of managers in businesses, governments, and non-profit organizations. Students will: (i) learn about environmental grand challenges that impact the sustainability of natural and human ecosystems; (ii) understand the 2030 United Nations' Sustainable Development Goals; and (iii) acquire knowledge about the tools available to help mitigate environmental challenges and make contemporary organizations good environmental stewards. We will explore the economic, social, and cultural implications of climate change and other environmental issues such as pollution, resource scarcity, and biodiversity loss, and will scrutinize how organizations can also promote the sustainability of the earth's ecosystems through circular economy, innovation, political action, and voluntary self-regulation.
<b>Pre/Co Requisites</b>	Prerequisite: Junior status
<b>Credits</b>	3
<b>Contact Hours</b>	3
<b>Liberal Arts</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<b>Course Attribute</b>	

<b>(e.g., Writing Intensive, Honors, etc.)</b>	
<b>Course Applicability</b>	<input checked="" type="checkbox"/> Major <input type="checkbox"/> Gen Ed Required <input type="checkbox"/> Gen Ed - Flexible <input type="checkbox"/> Gen Ed - College Option <input type="checkbox"/> English Composition <input type="checkbox"/> World Cultures <input type="checkbox"/> Mathematics <input type="checkbox"/> US Experience in its Diversity                      College Option Detail _____ <input type="checkbox"/> Science <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World
<b>Effective Term</b>	Spring 2022

**Rationale:** This course is designed in response to recent developments in the natural world, such as the COVID pandemic and climate change, that are profoundly affecting all segments of the global community, including businesses, non-profit organizations, and governmental agencies. In order for leaders of such organizations to tackle environmental sustainability challenges effectively, it is vital for them to adopt critical thinking, analytical, and problem-solving skills for sustainability issues. Hence, Baruch students need to acquire a deep understanding of the urgent environmental sustainability challenges to become leaders who fully engage in civic responsibility for their organizations, communities, and society. Students also need to be equipped with knowledge that will empower them to help develop and implement mitigation and adaptation strategies designed to preserve and protect the earth’s vital ecosystems, as well as reverse the negative consequences of overexploitation of the world’s resources. This course is designed to embrace our students in all three schools at Baruch College: Zicklin School of Business, Marxe School of Public and International Affairs, and Weissman School of Arts and Sciences, as advancing the sustainability agenda will need cooperation among businesses, the public sector, and non-profits. This course is expected to act as a forum to cultivate future leaders in our society, as well as to provide space for discussions of environmental sustainability and other related societal challenges in a cross-disciplinary way in our College. A model for this proposed course has already been successfully offered by the Narendra Paul Loomba Department of Management as MGT 4493, utilizing the designation: Special Topics in Management – Environmental Sustainability. Building on that experience, the course is being reconceptualized as a Management 3000 series course with its own signifier, “Managing Environmental Sustainability Challenges,” to be available as an elective college-wide to all undergraduates with a junior status or higher.

**AIV.3 New Course**

<b>CUNYfirst Course ID</b>	
<b>Department(s)</b>	Allen G. Aaronson Department of Marketing & International Business
<b>Career</b>	<input checked="" type="checkbox"/> Undergraduate <input type="checkbox"/> Graduate
<b>Academic Level</b>	<input checked="" type="checkbox"/> Regular <input type="checkbox"/> Compensatory <input type="checkbox"/> Developmental <input type="checkbox"/> Remedial
<b>Subject Area</b>	Marketing
<b>Course Prefix</b>	MKT
<b>Course Number</b>	3620
<b>Course Title</b>	Digital Transformation of Marketing

<b>Catalogue Description</b>	This course provides a thorough understanding of the digital transformation of marketing, extending beyond any one tool or channel to encompass the very creation and exchange of value itself. This course gives students an overview of digital marketing and how it fits in with general marketing strategy. After successful completion of the course, students should understand how different elements of the digital landscape and strategy fit together and the steps/processes that guide the digital marketing process for a firm.
<b>Pre/ Co Requisites</b>	Pre-requisite: MKT 3000 and (ZICK or ZKTP student group)
<b>Credits</b>	3
<b>Contact Hours</b>	3
<b>Liberal Arts</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<b>Course Attribute (e.g. Writing Intensive, Honors, etc)</b>	
<b>Course Applicability</b>	<input checked="" type="checkbox"/> Major <input type="checkbox"/> Gen Ed Required <input type="checkbox"/> Gen Ed - Flexible <input type="checkbox"/> Gen Ed - College Option <input type="checkbox"/> English Composition <input type="checkbox"/> World Cultures <input type="checkbox"/> Mathematics <input type="checkbox"/> US Experience in its Diversity                      College Option Detail _____ <input type="checkbox"/> Science <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World
<b>Effective Term</b>	Spring 2022

Rationale: The internet has fundamentally and dramatically altered the business landscape, having a profound impact on how companies address business and consumer clients. Few business domains have been more impacted by the infusion of digital technologies than marketing, with practice and scholarship pointing to digital technologies as a major source of disruption in all domains of marketing. As a result of such profound changes, businesses have increased their demand for professionals with an understanding of the impact of the digital revolution on corporate and marketing strategy, as well as with proficiency in the specialized tools and processes necessary to formulate and execute effective digital marketing strategies. The proposed course responds to this demand, with its content and structure built on the most up-to-date course materials on digital marketing and inspired by practitioner-oriented surveys and by feedback from the marketing department advisory board. Thus, it is an essential element of the educational toolkit our students need to succeed professionally in today's marketplace. The course will be offered every semester (and in the Winter and Summer sessions when possible) as a required course for marketing majors (along with Marketing Strategy, Consumer Behavior, and Market Research). It is expected to enroll 130-200 students per semester.

**Section AV: Changes in Existing Courses**

**AV.1.1 Changes to course prerequisites to be offered in the Paul H. Chook Department of Information Systems and Statistics**

<b>CUNYFirst Course ID</b>	090589		
<b>FROM</b>		<b>TO</b>	
<b>Departments</b>	Paul H. Chook Department of Information Systems and Statistics		Paul H. Chook Department of Information Systems and Statistics
<b>Course</b>	CIS 2200 Introduction to Information Systems and Technologies	<b>Course</b>	CIS 2200 Introduction to Information Systems and Technologies
<b>Pre or co requisite</b>	<del>Prerequisite: BUS 1000 or BUS 1011. Not open to TUTO students taking CSTM 120 or ENG 132.</del>	<b>Pre or co requisite</b>	( <u>Prerequisite: FSPM 1023 or MTH 1023;</u> <u>OR</u> <u>Pre/corequisite: MTH 1030; MTH 2000; MTH 2001; MTH 2003; MTH 2009; MTH 2140; MTH 2160; MTH 2205; MTH 2206; MTH 2207; MTH 2610; or any MTH course at the 3000-level or above; or placement in pre-calculus or calculus .</u> )  <u>AND</u>  <u>Pre or co-requisite: BUS 1000, BUS 1011, or BUS 2000</u>
<b>Hours</b>	3	<b>Hours</b>	3
<b>Credits</b>	3	<b>Credits</b>	3
<b>Description</b>	This course introduces the student to the use of computers and other information systems technologies in organizations. Topics include management information systems (MIS), hardware and software concepts, organization of information, elements of systems analysis and design, telecommunications, and contemporary applications of computers in organizational environments. Students will explore the ethical and globalization issues that have developed with the use of information systems and will cultivate an awareness of changes in the field with the use of business periodicals. Working individually and in	<b>Description</b>	This course introduces the student to the use of computers and other information systems technologies in organizations. Topics include management information systems (MIS), hardware and software concepts, organization of information, elements of systems analysis and design, telecommunications, and contemporary applications of computers in organizational environments. Students will explore the ethical and globalization issues that have developed with the use of information systems and will cultivate an awareness of changes in the field with the use of business periodicals. Working individually and in groups, students will apply their knowledge through written analysis of case

	groups, students will apply their knowledge through written analysis of case studies, conducting information and organizational analyses and developing, where appropriate, applications using widely used spreadsheet, data presentation, and database management software. CIS 1357 may not be used in lieu of CIS 2200 to satisfy the prerequisite to any intermediate or advanced CIS course. Students may receive credit for both CIS 1357 and CIS 2200.		studies, conducting information and organizational analyses and developing, where appropriate, applications using widely used spreadsheet, data presentation, and database management software. CIS 1357 may not be used in lieu of CIS 2200 to satisfy the prerequisite to any intermediate or advanced CIS course. Students may receive credit for both CIS 1357 and CIS 2200.
<b>Requirement Designation</b>	Business	<b>Requirement Designation</b>	Business
<b>Liberal Arts</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<b>Liberal Arts</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<b>Course Attribute (e.g. Writing Intensive, Honors, etc)</b>		<b>Course Attribute (e.g. Writing Intensive, Honors, etc)</b>	
<b>Course Applicability</b>	<input checked="" type="checkbox"/> Major <input type="checkbox"/> Gen Ed Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Gen Ed Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World <input type="checkbox"/> Gen Ed – College Option College Option Detail	<b>Course Applicability</b>	<input checked="" type="checkbox"/> Major <input type="checkbox"/> Gen Ed Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Gen Ed Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World
<b>Effective Term</b>	Spring 2022		

**Rationale:** Students enrolled in remedial courses are placed in a tutorial student group (TUTO). TUTO requires students to wait until the end of a semester when they have earned a passing grade in a remedial math course (FSPM/MTH 1023) to register for CIS 2200. Listing the courses as prerequisites in lieu of the TUTO student group would allow students taking a remedial math course to register for CIS 2200 in the subsequent semester when registration starts. If a student fails or withdraws from the remedial math course, they will be dropped from CIS 2200 when the Office of Registrar processes post enrollment requisite checks (PERC).

CIS 2200 includes a review of essential spreadsheet skills. Completing BUS 2000 as a pre- or co-requisite provides a reinforcement of essential spreadsheet skills.

BUS 1011 is being replaced by BUS 2000 and must be reflected in course enrollment requirements.

AV.1.2 Change to course description to be offered in the Paul H. Chook Department of Information Systems & Statistics

<b>CUNYFirst Course ID</b>	090595		
<b>FROM</b>		<b>TO</b>	
<b>Departments</b>	Paul H. Chook Department of Information Systems & Statistics		Paul H. Chook Department of Information Systems & Statistics
<b>Course</b>	CIS 3100 Object-Oriented Programming I	<b>Course</b>	CIS 3100 Object-Oriented Programming I
<b>Pre-requisite</b>	CIS 2300 or equivalent, No ZICK or ZKTP code required	<b>Pre-requisite</b>	CIS 2300 or equivalent, No ZICK or ZKTP code required
<b>Hours</b>	3	<b>Hours</b>	3
<b>Credits</b>	3	<b>Credits</b>	3
<b>Description</b>	<p>This course emphasizes an object-oriented approach to solving computer programming problems. Using these 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><del>This is the first part of a two-semester sequence. No prior knowledge of computer programming is required.</del></p> <p>Note: Students cannot get credit for both CIS 3100 and MTH 4300. 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.</p>	<b>Description</b>	<p>This course emphasizes an object-oriented approach to solving computer programming problems. Using these 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>Note: Students cannot get credit for both CIS 3100 and MTH 4300. 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.</p>
<b>Requirement Designation</b>	Business	<b>Requirement Designation</b>	Business
<b>Liberal Arts</b>	[ ] Yes [ x ] No	<b>Liberal Arts</b>	[ ] Yes [ x ] No
<b>Course Attribute (e.g. Writing)</b>		<b>Course Attribute (e.g. Writing)</b>	

<b>Intensive, Honors, etc)</b>		<b>Intensive, Honors, etc)</b>	
<b>Course Applicability</b>	<input checked="" type="checkbox"/> Major <input type="checkbox"/> Gen Ed Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Gen Ed Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World <input type="checkbox"/> Gen Ed – College Option College Option Detail	<b>Course Applicability</b>	<input checked="" type="checkbox"/> Major <input type="checkbox"/> Gen Ed Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Gen Ed Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World
<b>Effective Term</b>	Spring 2022		

Rationale: When we revised the course in Spring 2018, we inadvertently left these two statements in the course description. Students take an introductory programming course CIS2300 prior to this course so they are expected to have basic knowledge of programming concepts.

**AV.2.1 Changes in course prerequisites to be offered in the Department of Law**

<b>CUNYFirst Course ID</b>	092402		
<b>FROM:</b>		<b>TO:</b>	
<b>Departments</b>	Department of Law		Department of Law
<b>Course</b>	LAW 1101 Fundamentals of Business Law	<b>Course</b>	LAW 1101 Fundamentals of Business Law
<b>Pre or co requisite</b>	Prerequisites: ENG 2100 and <del>Pre or Co-requisites: One of the following math courses: MTH 1023; MTH 1030; MTH 2000; MTH 2001; MTH 2003; MTH 2009; MTH 2205; MTH 2206; MTH 2207; MTH 2640; or any MTH course at the 3000 level or above.</del>	<b>Pre or co requisite</b>	Prerequisite: ENG 2100
<b>Hours</b>	3	<b>Hours</b>	3
<b>Credits</b>	3	<b>Credits</b>	3
<b>Description</b>	This course provides an understanding of the nature of law and its role in business. The law	<b>Description</b>	This course provides an understanding of the nature of law and its role in business. The law

	of business contracts will be examined in depth. Other topics include tort liability, employment law, and bankruptcy. The course requires case analysis, problem solving, development of critical thinking skills, and oral and written communication.		of business contracts will be examined in depth. Other topics include tort liability, employment law, and bankruptcy. The course requires case analysis, problem solving, development of critical thinking skills, and oral and written communication.
<b>Requirement Designation</b>	Business	<b>Requirement Designation</b>	Business
<b>Liberal Arts</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<b>Liberal Arts</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<b>Course Attribute (e.g. Writing Intensive, Honors, etc)</b>		<b>Course Attribute (e.g. Writing Intensive, Honors, etc)</b>	
<b>Course Applicability</b>	<input type="checkbox"/> Major <input type="checkbox"/> Gen Ed Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Gen Ed Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World <input type="checkbox"/> Gen Ed – College Option College Option Detail	<b>Course Applicability</b>	<input type="checkbox"/> Major <input type="checkbox"/> Gen Ed Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Gen Ed Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World
<b>Effective Term</b>	Spring 2022		

**Rationale:** Math skills are not needed to take LAW 1101. The math pre/corequisite is being removed to expand student access to this course.

**AV.2.2 Changes to course prerequisite be offered in the Department of Law**

<b>CUNYFirst Course ID</b>	092407		
<b>FROM</b>		<b>TO</b>	
<b>Departments</b>	Department of Law		
<b>Course</b>	LAW 3102 The Law of Business Organizations	<b>Course</b>	LAW 3102 The Law of Business Organizations
<b>Pre or co requisite</b>	PREREQUISITE: LAW 1101 AND ZICK OR	<b>Pre or co requisite</b>	PREREQUISITE: LAW 1101



	ZKTP Student Group:		
<b>Hours</b>	3	<b>Hours</b>	3
<b>Credits</b>	3	<b>Credits</b>	3
<b>Description</b>	Following a review of the doctrines governing principal and agent, the course examines the law governing partnerships and corporations in their formation, operation, internal relationships, and dissolution, with particular reference to the law of New York.	<b>Description</b>	Following a review of the doctrines governing principal and agent, the course examines the law governing partnerships and corporations in their formation, operation, internal relationships, and dissolution, with particular reference to the law of New York.
<b>Requirement Designation</b>		<b>Requirement Designation</b>	
<b>Liberal Arts</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<b>Liberal Arts</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<b>Course Attribute (e.g. Writing Intensive, Honors, etc)</b>		<b>Course Attribute (e.g. Writing Intensive, Honors, etc)</b>	
<b>Course Applicability</b>	<input type="checkbox"/> Major <input type="checkbox"/> Gen Ed Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Gen Ed Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World <input type="checkbox"/> Gen Ed – College Option College Option Detail	<b>Course Applicability</b>	<input type="checkbox"/> Major <input type="checkbox"/> Gen Ed Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Gen Ed Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World
<b>Effective Term</b>	Spring 2022		

**Rationale:** Remove ZICK and ZKTP prerequisites to enable enrollment by students from Baruch's two other schools. Zicklin admission is not necessary for students to take the course.

**AV.3 Changes to course prerequisites and description be offered in the Narendra Paul Loomba Department of Management**

<b>CUNYFirst Course ID</b>	092626		
<b>FROM</b>		<b>TO</b>	
<b>Department</b>	Narendra Paul Loomba Department of Management		Narendra Paul Loomba Department of Management
<b>Course</b>	MGT 3120 Fundamentals of Management	<b>Course</b>	MGT 3120 Fundamentals of Management
<b>Pre or co requisite</b>	<del>PREREQ: ZICK or ZKTP or Business Communications Plan or Mgmt of Musical Enterprises Sub Plan or NB HR for PSY majs Minor Plan or NB HR Minor Plan or</del> PREREQ: 60 credits, 2.3 GPA in the 8 pre-business courses, COM 1010, ENG 2150 and 2.3 overall GPA	<b>Pre or co requisite</b>	Prerequisite: <u>[ ENG 2100, ECO 1001, ECO 1002, STA 2000, ACC 2101, sophomore status, and (ZICK or ZKTP student group) ]</u> <u>OR</u> <u>(Official BUSCOM-BA or official MSC-BA with MSCMGT-BA sub-plan or Non-Business Human Resources Minor or Non-Business Human Resources Minor for Psychology Majors)</u> <u>OR</u> Prerequisite: 60 credits, 2.3 GPA in the 8 pre-business courses, COM 1010, ENG 2150 and 2.3 overall GPA
<b>Hours</b>	3	<b>Hours</b>	3
<b>Credits</b>	3	<b>Credits</b>	3
<b>Description</b>	<del>Traces the historical, developmental, and contemporary aspects of management. Qualitative as well as quantitative concepts, tools, techniques, and classes are introduced. In addition, the role of the manager as a decision maker in a dynamic environment is examined.</del>	<b>Description</b>	<u>This course provides a framework for understanding the opportunities and challenges impacting managers and how they conduct business. Management is about working with teams of employees to achieve organizational goals and performing the work effectively and efficiently. Successful management requires managers to master the four main functions of management: planning, organizing, leading, and controlling. Managing these functions is essential for achieving important organizational goals. Students will learn the skills needed to manage people in the changing demands of a global environment, emphasizing the roles and challenges of managing a diverse workforce, increasing ethical awareness and social responsiveness, developing commitments to quality</u>

			and productivity, and developing decision-making and interpersonal team building skills. The course aims to increase the students' self-awareness, foster critical-thinking skills, and analyze, solve, and communicate solutions to the practical problems faced by managers. Using an experiential learning method, students will focus applying key principles to the human side of management through role-play exercises, simulations, expert talks, and group projects.
<b>Requirement Designation</b>	Business	<b>Requirement Designation</b>	Business
<b>Liberal Arts</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<b>Liberal Arts</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<b>Course Attribute (e.g. Writing Intensive, Honors, etc)</b>		<b>Course Attribute (e.g. Writing Intensive, Honors, etc)</b>	
<b>Course Applicability</b>	<input checked="" type="checkbox"/> Major <input type="checkbox"/> Gen Ed Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Gen Ed Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World <input type="checkbox"/> Gen Ed – College Option College Option Detail	<b>Course Applicability</b>	<input checked="" type="checkbox"/> Major <input type="checkbox"/> Gen Ed Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Gen Ed Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World <input type="checkbox"/> Gen Ed – College Option College Option Detail
<b>Effective Term</b>	Spring 2022		

Rationale: Course pre-requisites are being changed to reflect changes to ZSB admission policy and appropriate sequencing of required Management courses. The course description is updated to better reflect substance and import of course.

**AV.4.1 Changes to course prerequisites and description be offered in the Allen G. Aaronson Department of Marketing and International Business**

<b>CUNYFirst Course ID</b>	092859		
<b>FROM</b>		<b>TO</b>	
<b>Department</b>	Allen G. Aaronson Department of Marketing and International Business		Allen G. Aaronson Department of Marketing and International Business
<b>Course</b>	MKT 3000 Marketing Foundations	<b>Course</b>	MKT 3000 Marketing Foundations
<b>Pre or co requisite</b>	<del>PREREQUISITE: ZICK or ZKTP or Business Communications Plan or Music Plan or NB Marketing Minor Plan</del> or PREREQUISITE: 60 credits, 2.3 GPA in the 8 pre-business courses, COM 1010, ENG 2150 and 2.3 overall GPA.	<b>Pre or co requisite</b>	Prerequisite: <u>[ ENG 2100 and (pre-calculus or higher level math or placement in calculus), and sophomore status, and (ZICK or ZKTP student group) ]</u> OR <u>(Official BUSCOM-BA or official MSC-BA with MSCMGT-BA sub-plan or Non-Business Marketing Minor)</u> OR Prerequisite: 60 credits, 2.3 GPA in the 8 pre-business courses, COM 1010, ENG 2150 and 2.3 overall GPA.
<b>Hours</b>	3	<b>Hours</b>	3
<b>Credits</b>	3	<b>Credits</b>	3
<b>Description</b>	Focuses on the methods, policies, and institutions involved in the flow of goods and services from the producer to the consumer.	<b>Description</b>	<u>This course introduces students to the fundamental concepts and principles of contemporary marketing. Upon completion, students will be able to: (a) explain the essential role of marketing in business and (b) develop a comprehensive marketing plan for a product or service by using the building blocks of marketing strategy (segmentation, target marketing, and positioning) and the elements of the marketing mix (product, price, communication, and distribution) in an effective manner. Students will learn to identify marketing problems, analyze the situation based on relevant information and sound marketing principles, recommend implementable solutions, and communicate these effectively and persuasively.</u>

<b>Requirement Designation</b>	Business	<b>Requirement Designation</b>	Business
<b>Liberal Arts</b>	[ ] Yes [ X ] No	<b>Liberal Arts</b>	[ ] Yes [ X ] No
<b>Course Attribute (e.g. Writing Intensive, Honors, etc)</b>		<b>Course Attribute (e.g. Writing Intensive, Honors, etc)</b>	
<b>Course Applicability</b>	<input checked="" type="checkbox"/> Major <input type="checkbox"/> Gen Ed Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Gen Ed Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World <input type="checkbox"/> Gen Ed – College Option College Option Detail	<b>Course Applicability</b>	<input checked="" type="checkbox"/> Major <input type="checkbox"/> Gen Ed Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Gen Ed Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World <input type="checkbox"/> Gen Ed – College Option College Option Detail
<b>Effective Term</b>	Spring 2022		

**Rationale:** The prerequisite structure is being revised to ensure that it aligns with the three new paths for entry into the Zicklin school. Under the direct admission path, students are able to take business courses in their first year. We are adding ENG 2100, pre-calculus, and sophomore status as course prerequisites to ensure students have the basic writing and quantitative skills to succeed in MKT 3000.

**AV.4.2 Changes to course prerequisite and description be offered in the Allen G. Aaronson Department of Marketing and International Business**

<b>CUNYFirst Course ID</b>	092871		
<b>FROM</b>		<b>TO</b>	
<b>Departments</b>	Allen G. Aaronson Department of Marketing and International Business		Allen G. Aaronson Department of Marketing and International Business
<b>Course</b>	MKT 3520 Advertising and Marketing Communications	<b>Course</b>	MKT 3520 Advertising and Marketing Communications
<b>Pre or co requisite</b>	PREREQUISITE OR COREQUISITE: MKT 3000 AND ZICK OR ZKTP Student Group	<b>Pre or co requisite</b>	Prerequisite: MKT 3000 AND (ZICK OR ZKTP Student Group OR Official BUSCOM-BA OR

	OR Official BUSCOM-BA OR Marketing Minor for Non-Business Majors with 45 credits.		Marketing Minor for Non-Business Majors with 45 credits.)
<b>Hours</b>	3	<b>Hours</b>	3
<b>Credits</b>	3	<b>Credits</b>	3
<b>Description</b>	<del>This course is designed to provide a comprehensive understanding of the promotional tools available to marketers for the development and implementation of optimal promotional strategies. Emphasis is placed on the respective roles of individual promotional techniques and how they are integrated to achieve the organization's marketing objectives. Students may not receive credit for both MKT 3520 and 3100.</del>	<b>Description</b>	<u>This is our basic Advertising &amp; Marketing Communication course. Upon completion of this course students will be able to: (a) develop creative campaigns from start to finish using purpose driven strategies to create and maintain distinctive brands; (b) identify each brand's clear and concise competitive advantage to position a brand successfully in the minds of consumers; (c) use well-organized and evidence-based information to identify consumer needs, wants and desires; (d) identify the various segments and select the target audience and engage them in a persuasive and motivating way; (e) identify and select the best and most efficient media vehicles in today's complex environment to best match and connect with the target audience; and (f) ensure that each marketing communication element is well integrated within the purpose-driven strategy to communicate the brand positioning and benefits.</u>
<b>Requirement Designation</b>	Business	<b>Requirement Designation</b>	Business
<b>Liberal Arts</b>	[ ] Yes [ X ] No	<b>Liberal Arts</b>	[ ] Yes [ X ] No
<b>Course Attribute (e.g. Writing Intensive, Honors, etc)</b>		<b>Course Attribute (e.g. Writing Intensive, Honors, etc)</b>	
<b>Course Applicability</b>	<input checked="" type="checkbox"/> Major <input type="checkbox"/> Gen Ed Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Gen Ed Flexible	<b>Course Applicability</b>	<input checked="" type="checkbox"/> Major <input type="checkbox"/> Gen Ed Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Gen Ed Flexible

	<input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World <input type="checkbox"/> Gen Ed – College Option College Option Detail		<input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World <input type="checkbox"/> Gen Ed – College Option College Option Detail
<b>Effective Term</b>	Spring 2022		

**Rationale:** In today's fast-paced world of Advertising & Marketing Communications, it is more critical than ever for our students to have a more in-depth understanding of the complexities of marketing. It is important for students to understand the purpose-oriented and evidence-based nature of the strategies involved in putting together a clear, organized, and concise yet persuasive professional marketing plan. Thus, the basics of marketing that the students learn in MKT 3000 are essential to student learning and success in this course.

**AV.4.3 Changes to course title, prerequisites, and description be offered in the Allen G. Aaronson Department of Marketing and International Business**

<b>CUNYFirst Course ID</b>	092874		
<b>FROM</b>		<b>TO</b>	
<b>Departments</b>	Allen G. Aaronson Department of Marketing and International Business		Allen G. Aaronson Department of Marketing and International Business
<b>Course</b>	MKT 3600 Market Research	<b>Course</b>	MKT 3600 <u>Marketing Information for Decision-Making</u>
<b>Pre or co requisite</b>	MKT 3000 AND STA 2000, AND ZICK OR ZKTP OR BUSCOM-BA Plan with 45 credits <del>OR STA-BA with 45 credits</del> OR Marketing Minor for Non-Business Major with 45 credits	<b>Pre requisite</b>	MKT 3000 AND STA 2000 AND (ZICK OR ZKTP OR BUSCOM-BA Plan with 45 credits OR Marketing Minor for Non-Business Major with 45 credits)
<b>Hours</b>	3	<b>Hours</b>	3
<b>Credits</b>	3	<b>Credits</b>	3
<b>Description</b>	<del>Training in the basic techniques of research in marketing, including problems definition, research design, questionnaire construction, sampling, and data collection and analysis, and report preparation. The student will design and will analyze cases based on real-world business problems and provide a written report for each.</del>	<b>Description</b>	<u>This course provides an introduction to marketing research methods and techniques, as well as their applications and role in marketing decision making. It covers key topics in research design, including qualitative research, survey research, and causal research, and introduces marketing analytics and data analysis methods and their use in generating consumer insights. The course is</u>

			<u>structured around applications of data and data analysis rather than following a more traditional, textbook driven, research-methods structure.</u>
<b>Requirement Designation</b>	Business	<b>Requirement Designation</b>	Business
<b>Liberal Arts</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<b>Liberal Arts</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<b>Course Attribute (e.g. Writing Intensive, Honors, etc)</b>		<b>Course Attribute (e.g. Writing Intensive, Honors, etc)</b>	
<b>Course Applicability</b>	<input checked="" type="checkbox"/> Major <input type="checkbox"/> Gen Ed Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Gen Ed Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World <input type="checkbox"/> Gen Ed – College Option College Option Detail	<b>Course Applicability</b>	<input checked="" type="checkbox"/> Major <input type="checkbox"/> Gen Ed Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Gen Ed Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World
<b>Effective Term</b>	Spring 2022		

**Rationale:** As decision-making in the business environment has become more data-driven in recent years, along with an increase in the types and sources of data, there is a need to update MKT 3600 to provide a better understanding of these types of data and the linkages between data and marketing decision making. The updated course, in addition to covering basic research methods and techniques, will provide an understanding of the applications of data to generate insights into consumer behavior and to support marketing decisions. The course will introduce students to data visualization techniques and marketing analytics, building on the analytical skills that students gain in STA 2000. The Statistics BA curriculum no longer lists MKT 3600 as an elective option therefore we are removing the major from the course prerequisites.



**AV.4.4** Changes to course title, prerequisites, and description be offered in the Allen G. Aaronson Marketing and International Business

<b>CUNYFirst Course ID</b>	109072		
<b>FROM</b>		<b>TO</b>	
<b>Departments</b>	Allen G. Aaronson Department of Marketing and International Business		Allen G. Aaronson Department of Marketing and International Business
<b>Course</b>	MKT 4876 <del>Managing Consumer Expectations</del>	<b>Course</b>	MKT 4876 <u>Advertising Account Planning</u>
<b>Pre or co requisite</b>	<del>Prerequisite: MKT 3520 AND ZICK OR ZKTP Student Group. Corequisite: MKT 3600</del>	<b>Pre or co requisite</b>	<u>Pre or Co-requisite: MKT 3520 and (ZICK or ZKTP Student Group)</u>
<b>Hours</b>	3	<b>Hours</b>	3
<b>Credits</b>	3	<b>Credits</b>	3
<b>Description</b>	<del>Students will learn how account planners at advertising agencies, client marketing departments, direct marketing agencies, design consultancies, PR firms, and media independents, manage customer experiences. More specifically, they will learn how to: gather, distill, and synthesize information available in the public domain about trends and social movements that might help brands succeed; moderate focus groups and conduct ethnographic interviews with target consumers, putting themselves in the customer's shoes, seeing the world from their perspectives, and giving them the authority to speak on the customer's behalf; write a creative brief that inspires new ideas to help brands succeed; work with creative people to help bring those ideas to life in a way that will break through the clutter of competing messages in the marketplace; develop those ideas further in creative development focus groups or one on one interviews; measure whether or not the messages do in fact break through the clutter and register with target consumers; monitor and assess the effects of messages in the marketplace; and modify communication strategy to keep pace with a</del>	<b>Description</b>	<u>Students learn how account planners at advertising agencies, client marketing departments, direct marketing agencies, design consultancies, PR firms, and media independents manage the creative development process in advertising. Students learn how to gather, distill, and synthesize information about trends and social movements that might help brands succeed; and to moderate focus groups and conduct ethnographic interviews to provide clear and concise direction to make the target audience aware of the purpose-oriented nature of the creative message. Students use evidence-based information to write a creative brief that inspires new ideas to help brands succeed. They learn how to work with creative people to help bring those ideas to life in a persuasive and professional way that breaks through the clutter of competing messages in today's marketplace. Students learn how to use research to measure KPI metrics to measure breakthrough in today's cluttered environment and assess the effects of messages in the marketplace.</u>

	<del>rapidly changing world.</del>		
<b>Requirement Designation</b>	Business	<b>Requirement Designation</b>	Business
<b>Liberal Arts</b>	[ ] Yes [ X] No	<b>Liberal Arts</b>	[ ] Yes [ X] No
<b>Course Attribute (e.g. Writing Intensive, Honors, etc)</b>		<b>Course Attribute (e.g. Writing Intensive, Honors, etc)</b>	
<b>Course Applicability</b>	<input checked="" type="checkbox"/> Major <input type="checkbox"/> Gen Ed Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Gen Ed Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World <input type="checkbox"/> Gen Ed – College Option College Option Detail	<b>Course Applicability</b>	<input checked="" type="checkbox"/> Major <input type="checkbox"/> Gen Ed Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Gen Ed Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World
<b>Effective Term</b>	Spring 2022		

Rationale:

The prerequisite has been changed because the Advertising & Marketing Communication Track offers MKT 3520, in which students gain a general understanding of all aspects of advertising and marketing communications as well as courses in each major discipline (Media, Public Relations, Account Planning, Account Management and Writing for Marketing Communications). While the track students would ideally benefit more by having completed MKT 3520 prior to taking the MKT 4000 level courses, it has proven quite difficult for students to do so due to scheduling issues encountered by the majority of juniors and seniors. Consequently, we are recommending that students can take MKT 4876 simultaneously with MKT 3520. This allows them to explore their advertising and communications options more broadly and to determine which discipline (see above) they would like to focus their career preparations efforts on. In-depth knowledge of Marketing Research (MKT 3600) and its technical aspects are not required to grasp the fundamentals of account planning.

The name of the course is being changed because today's world of advertising and marketing communication, encompassing social and digital media, "account planning" has become even more important and widespread across a variety of agencies, consultancies and companies. Since the early 2000s, it has become a separate job function with its own department in most advertising and communications agencies. The current title, "Managing Consumer Expectations" does not represent the content of the course, which focuses on Strategic Planning in the development of all integrated marketing communications campaigns. Consequently, we should be using the generally accepted name, "Account Planning."

**AV.4.5 Changes in course prerequisites and description to be offered in the Allen G. Aaronson Department of Marketing and International Business**

<b>CUNYFirst Course ID</b>	092924		
<b>FROM:</b>		<b>TO:</b>	
<b>Departments</b>	Allen G. Aaronson Department of Marketing and International Business		Allen G. Aaronson Department of Marketing and International Business
<b>Course</b>	MKT 5750 Marketing Strategy	<b>Course</b>	MKT 5750 Marketing Strategy
<b>Pre or co requisite</b>	Prerequisite: MKT 3000 and (ZKTP OR ZICK student group) and completion of 105 credits. AND Pre/Co-requisite: MKT 3605	<b>Pre or co requisite</b>	Prerequisite: <u>MKT 3600</u> and (ZKTP OR ZICK student group) and completion of 105 credits AND (Pre/Co-requisite: <u>MKT 3605 AND MKT 3620</u> )
<b>Hours</b>	3	<b>Hours</b>	3
<b>Credits</b>	3	<b>Credits</b>	3
<b>Description</b>	<del>This course presents the marketing strategy concept as a management tool for optimizing profitability and long-term goals. It focuses on the marketer's deployment of resources to achieve stated goals in a competitive environment through following a unified, comprehensive, and integrated plan.</del>	<b>Description</b>	<u>This course focuses on tools and strategies to develop evidence-based short- and long-term marketing decisions in organizations. Upon completion of the course, students should be able to develop the organization's competitive advantage, determine which customers the organization should serve and how it should respond to competition. Building on these analyses, students should be able to develop a persuasive, clear, and concise plan for the implementation of the organization's marketing strategy and communicate the plan professionally to relevant audiences.</u>
<b>Requirement Designation</b>	Business	<b>Requirement Designation</b>	Business
<b>Liberal Arts</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<b>Liberal Arts</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<b>Course Attribute (e.g. Writing Intensive, Honors, etc)</b>	CIC	<b>Course Attribute (e.g. Writing Intensive, Honors, etc)</b>	CIC
<b>Course Applicability</b>	<input checked="" type="checkbox"/> Major <input type="checkbox"/> Gen Ed Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics <input type="checkbox"/> Science	<b>Course Applicability</b>	<input checked="" type="checkbox"/> Major <input type="checkbox"/> Gen Ed Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics <input type="checkbox"/> Science

	<input type="checkbox"/> Gen Ed Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World <input type="checkbox"/> Gen Ed – College Option College Option Detail		<input type="checkbox"/> Gen Ed Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World
<b>Effective Term</b>	Spring 2022		

Rationale The proposed formulation makes MKT 3600 a prerequisite for MKT 5750. The knowledge gained in MKT 3600 (Marketing Information for Decision-Making) is necessary for students to effectively follow and learn the material in the Marketing Strategy capstone course. Both MKT 3605 (Consumer Behavior) and the new required course–MKT 3620 (Digital Transformation of Marketing)–could be taken before or concurrently with MKT 5750.

**The following recommendations of the committee on Graduate Curriculum were approved at the Zicklin School of Business Faculty Meeting on March 11, 2021 effective Spring 2022 semester pending approval of the Board of Trustees.**

#### Section AIV: New Courses

##### AIV.1.1

<b>CUNYfirst Course ID</b>	
<b>Department(s)</b>	Narendra Paul Loomba Management Department
<b>Career</b>	<input type="checkbox"/> Undergraduate <input checked="" type="checkbox"/> Graduate
<b>Academic Level</b>	<input checked="" type="checkbox"/> Regular <input type="checkbox"/> Compensatory <input type="checkbox"/> Developmental <input type="checkbox"/> Remedial
<b>Subject Area</b>	Operations Management (OM)
<b>Course Prefix</b>	OPM
<b>Course Number</b>	9510
<b>Course Title</b>	Advanced Decision Models and Analytics
<b>Catalogue Description</b>	In this second course on prescriptive analytics, students will refine their skills in formulating, solving, and interpreting quantitative decision-making problems using analytical modeling. The instructor will select several of the following application areas to explore in-depth: managerial decision-making under uncertainty, matching supply and demand, pricing and revenue management, supply chain design and planning, healthcare, public policy, and sustainability. This course will emphasize the use of Excel spreadsheet modeling techniques using Excel add-ins as introduced in OPM 9500, and will also introduce more sophisticated formulations, such as multi-period or dynamic models.

<b>Pre/ Co Requisites</b>	<b>Pre-requisites:</b> OPM 9500 or MGT 9500 or OPR 9721
<b>Credits</b>	3
<b>Contact Hours</b>	3
<b>Liberal Arts</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<b>Course Attribute (e.g. Writing Intensive, Honors, etc.)</b>	
<b>Course Applicability</b>	<input type="checkbox"/> Major <input type="checkbox"/> Gen Ed Required <input type="checkbox"/> Gen Ed - Flexible <input type="checkbox"/> Gen Ed - College Option <input type="checkbox"/> English Composition <input type="checkbox"/> World Cultures <input type="checkbox"/> Mathematics <input type="checkbox"/> US Experience in its Diversity      College Option Detail _____ <input type="checkbox"/> Science <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World
<b>Effective Term</b>	<b>Spring 2022</b>

**Rationale:** This course provides students with an opportunity to explore decision modeling problems in substantially greater depth than the introductory course OPM 9500. While OPM 9500 introduces many different methodologies and application areas, OPM 9510 will focus on a smaller number of application areas, devoting several weeks to each application. Each such module will begin with a recap of applicable methodology learned in OPM 9500. As each module progresses, students will refine their ability to apply decision models by mastering additional methodology or more complex application of methodology already learned.

**AIV.1.2**

<b>CUNYfirst Course ID</b>	
<b>Department(s)</b>	Narendra Paul Loomba Management Department
<b>Career</b>	<input type="checkbox"/> Undergraduate <input checked="" type="checkbox"/> Graduate
<b>Academic Level</b>	<input checked="" type="checkbox"/> Regular <input type="checkbox"/> Compensatory <input type="checkbox"/> Developmental <input type="checkbox"/> Remedial
<b>Subject Area</b>	Operations Management (OM)
<b>Course Prefix</b>	OPM
<b>Course Number</b>	9710
<b>Course Title</b>	Supply Chain Management
<b>Catalogue Description</b>	Students will learn the fundamentals of supply chain management. Supply chain management aims to coordinate decisions made by suppliers, manufacturers, distributors, and retailers, so that merchandise is produced and distributed in the right quantities, to the right locations, and at the right time. Topics include supply chain strategy, design of the distribution network, demand forecasting, sourcing, transportation and logistics, management of inventory flow in the supply chain, and supply chain coordination.

<b>Pre/ Co Requisites</b>	<b>Pre-requisites:</b> STA 9708
<b>Credits</b>	3
<b>Contact Hours</b>	3
<b>Liberal Arts</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<b>Course Attribute (e.g. Writing Intensive, Honors, etc.)</b>	
<b>Course Applicability</b>	<input type="checkbox"/> Major <input type="checkbox"/> Gen Ed Required <input type="checkbox"/> Gen Ed - Flexible <input type="checkbox"/> Gen Ed - College Option <input type="checkbox"/> English Composition <input type="checkbox"/> World Cultures <input type="checkbox"/> Mathematics <input type="checkbox"/> US Experience in its Diversity      College Option Detail _____ <input type="checkbox"/> Science <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World
<b>Effective Term</b>	<b>Spring 2022</b>

**Rationale:** Though closely intertwined with Operations Management (OM), the discipline of Supply Chain Management (SCM), which emphasizes operational decisions involving multiple firms, has become a distinct field of study. In most of our peer Business schools, coursework in SCM is offered on equal footing with coursework in OM. None of the current OM elective courses cover this important area. The proposed course will cover all the key drivers of supply chain performance and emphasize integration of these concepts through case analysis. Though sharing a few similar topics with OPM 9700, this course is designed to be taken independent of OPM 9700, giving students more flexibility to take these courses in either order.

### AIV.1.3

<b>CUNYfirst Course ID</b>	
<b>Department(s)</b>	Narendra Paul Loomba Management Department
<b>Career</b>	<input type="checkbox"/> Undergraduate <input checked="" type="checkbox"/> Graduate
<b>Academic Level</b>	<input checked="" type="checkbox"/> Regular <input type="checkbox"/> Compensatory <input type="checkbox"/> Developmental <input type="checkbox"/> Remedial
<b>Subject Area</b>	Operations Management (OM)
<b>Course Prefix</b>	OPM
<b>Course Number</b>	9720
<b>Course Title</b>	Operations Strategy
<b>Catalogue Description</b>	The goal of this course is to teach students how to make strategic decisions that are grounded in operational reality. We study how to build and evaluate the “operating system” of the firm to maximize value. This involves tailoring the firm’s operational competencies, assets, and processes to a specific business strategy. The course provides students with a framework to 1) formulate an operations strategy and 2) analyze, value, and

	optimize the key decisions involved in operations strategy. Our key evaluation metric will be how operations strategy impacts the net present value and risk exposure of the firm. The key decisions studied are evaluating competitive operational competencies and benchmarking; capacity expansion, timing, flexibility, and location; sourcing and supply management; risk management and operational hedging; improvement, innovation, and learning.
<b>Pre/ Co Requisites</b>	<b>Pre-requisites:</b> OPM 9700 or MGT 9700 or MGT 9702 & MGT 9704.
<b>Credits</b>	3
<b>Contact Hours</b>	3
<b>Liberal Arts</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<b>Course Attribute (e.g. Writing Intensive, Honors, etc.)</b>	
<b>Course Applicability</b>	<input type="checkbox"/> Major <input type="checkbox"/> Gen Ed Required <input type="checkbox"/> Gen Ed - Flexible <input type="checkbox"/> Gen Ed - College Option <input type="checkbox"/> English Composition <input type="checkbox"/> World Cultures <input type="checkbox"/> Mathematics <input type="checkbox"/> US Experience in its Diversity      College Option Detail _____ <input type="checkbox"/> Science <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World
<b>Effective Term</b>	<b>Spring 2022</b>

**Rationale:** This course exposes students to applications of Operations Management concepts for use in making strategic-level decisions. While OPM 9700 introduces students to these basic concepts, how they are practically used in a company requires integration with other disciplines such as strategy and finance. OPM 9720 is designed to fill this gap using a case-based approach. In each topic/case a strategic question companies face is chosen and a combination of qualitative and quantitative analysis is applied to arrive at decisions that are grounded in operational reality.

## ACADEMIC UNIVERSITY REPORT DETAIL ERRATA

Part A: Academic Matters

**Baruch College Oct 2020 AURD**

Effective: Fall 2021

FROM		TO	
<b>Departments</b>	Paul H. Chook Department of Information Systems and Statistics	<b>Departments</b>	Paul H. Chook Department of Information Systems and Statistics
<b>Course</b>	CIS/STA 9665: Applied Natural Language Processing	<b>Course</b>	CIS 9665: Applied Natural Language Processing
<b>Pre or corequisite</b>	CIS 9650 AND CIS/STA 9660	<b>Prerequisites</b>	CIS 9650 AND CIS/STA 9660

**Rationale:** The co-requisite designation was left in by mistake and is removed in this correction. The pre-requisites for the course are CIS 9650 and CIS/STA 9660.

FROM		TO	
<b>Departments</b>	Paul H. Chook Department of Information Systems and Statistics	<b>Departments</b>	Paul H. Chook Department of Information Systems and Statistics
<b>Course</b>	CIS/STA 9760: Big Data Technologies	<b>Course</b>	CIS 9760: Big Data Technologies
<b>Pre or corequisite</b>	<del>STA 9708; CIS 9650 or equivalent</del>	<b>Prerequisite</b>	CIS 9650

**Rationale:** The co-requisite designation was left in by mistake and is removed in this correction. The pre-requisite for the course is CIS 9650.

**Baruch College June 2016 AURD**

Effective: Fall 2021

FROM	TO
MS in Marketing	MS in Marketing
Students who wish to complete a Concentration in International Business will take the following courses:	Students who wish to complete a Concentration in International Business will take the following courses:
Elective Courses (16.5 credits) Choose a minimum of 10.5 credits from the following:	Elective courses (16.5 credits <u>total</u> ) Choose <u>10-16.5</u> from the following:
Choose up to 6 credits from the following:	Choose <u>0-6 credits</u> from the following:

**Rationale:** The MS in Marketing concentration in International Business elective section was intended to indicate that students complete 10-16.5 credits from the first elective section and 0-6 credits from the second elective section with an elective credits total of 16.5. The wording of the section when initially passed was interpreted as students must take 10.5 credits from one section and 6 credits from the other.