

**Baruch College**  
**November 2019 Academic University Report Detail**

## PART A: ACADEMIC MATTERS

The following recommendations of the Curriculum Committee were approved at the Marxe School of Public and International Affairs Faculty Meeting on September 12, 2019. They will be effective for the Fall 2020 semester, pending approval of the Board of Trustees.

### Part A: Academic Matters

#### All: Changes in Degree Programs

**AIII.1:1.** The following revisions are proposed for the Master of International Affairs program in the Marxe School of Public and International Affairs.

**Program Code:** 37904

**HEGIS Code:** 2212.00

**Effective:** Fall 2020

From			To		
Course Crs	Description		Course Crs	Description	
<b>Requirements for the International Non-Governmental Organizations (INGO) concentration in the Master of International Affairs program</b>			<b>Requirements for the International Non-Governmental Organizations (INGO) concentration in the Master of International Affairs program</b>		
Required Courses (27-30 credits)			Required Courses (27-30 credits)		
PAF 9140	Budgeting and Financial Analysis I	3	PAF 9140	Budgeting and Financial Analysis I	3
PAF 9170	Research and Analysis I	3	PAF 9170	Research and Analysis I	3
PAF 9172	Research and Analysis II	3	PAF 9172	Research and Analysis II	3
PAF 9180	Policy Analysis	3	PAF 9180	Policy Analysis	3
PAF 9181	Comparative Public Policy and Administration	3	PAF 9181	Comparative Public Policy and Administration	3
PAF 9184	International Institutions and Global Governance	3	PAF 9184	International Institutions and Global Governance	3
PAF 9415	International Economics	3	PAF 9415	International Economics	3
PAF 9420	Global Communication	3	PAF 9420	Global Communication	3
PAF 9490	International Affairs Capstone Seminar	3	PAF 9490	International Affairs Capstone Seminar	3
*PAF 9195	Public Affairs Internship	3	*PAF 9195	Public Affairs Internship	3

INGO Concentration Required Courses (3 credits)			INGO Concentration Required Courses (3 credits)		
PAF 9183	International Nonprofit Organizations	3	PAF 9183	International Nonprofit Organizations	3
INGO Concentration Elective Courses (12 credits) 6 credits from list below plus 6 credits either from list below or from another graduate program with advisor approval			INGO Concentration Elective Courses (12 credits) 6 credits from list below plus 6 credits either from list below or from another graduate program with advisor approval		
PAF 9109	Government Contracting	3	PAF 9109	Government Contracting	3
PAF 9120	Public and Nonprofit Management I	3	PAF 9120	Public and Nonprofit Management I	3
PAF 9150	Introduction to the Nonprofit Sector	3	PAF 9150	Introduction to the Nonprofit Sector	3
PAF 9151	Administration of the Nonprofit Sector and Voluntary Agencies	3	PAF 9151	Administration of the Nonprofit Sector and Voluntary Agencies	3
PAF 9152	Fundraising and Grants Administration in Nonprofit and Voluntary Organizations	3	PAF 9152	Fundraising and Grants Administration in Nonprofit and Voluntary Organizations	3
PAF 9153	Budgeting and Finance for Nonprofits	3	PAF 9153	Budgeting and Finance for Nonprofits	3
PAF 9156	Emergency Preparation, Response, and Recovery	3	PAF 9156	Emergency Preparation, Response, and Recovery	3
PAF 9157	Introduction to Philanthropy	3	PAF 9157	Introduction to Philanthropy	3
PAF 9158	Religion, Nonprofits, Politics, Policy	3	PAF 9158	Religion, Nonprofits, Politics, Policy	3
PAF 9182	Development Administration	3	PAF 9182	Development Administration	3
PAF 9199	Selected Topics in Public Affairs	3	PAF 9199	Selected Topics in Public Affairs	3
PAF 9299	Selected Topics in Nonprofit Management	3	PAF 9299	Selected Topics in Nonprofit Management	3
PAF 9410	Global Economic Governance: Pacts, Actors, and Regimes	3	PAF 9410	Global Economic Governance: Pacts, Actors, and Regimes	3
PAF 9425	Western Hemisphere Affairs: Past, Present and Future	3	PAF 9425	Western Hemisphere Affairs: Past, Present and Future	3
PAF 9426	Illicit Trade	3	PAF 9426	Illicit Trade	3
PAF 9430	Diaspora, Migration and Transnational Life in the Western Hemisphere and Beyond	3	PAF 9430	Diaspora, Migration and Transnational Life in the Western Hemisphere and Beyond	3
PAF 9699	Selected Topics in Public Policy	3	<u>PAF 9436</u>	<u>International Security and the Liberal World Order</u>	<u>3</u>
IBS 9761	Emerging Markets and the International Business Environment	3	PAF 9699	Selected Topics in Public Policy	3
IBS 9767	Global Firms, Cultures, and Governments	3	IBS 9761	Emerging Markets and the International Business Environment	3
CIS 9230	Globalization and Technology	3			

<p>* The internship is required of candidates who have less than 1-year relevant international work experience.  Total credits required for the INGO Concentration in the Masters of International Affairs program 42-45</p>	<p>IBS 9767 Global Firms, Cultures, and Governments 3  CIS 9230 Globalization and Technology 3  * The internship is required of candidates who have less than 1-year relevant international work experience  Total credits required for the INGO Concentration in the Masters of International Affairs program 42-45</p>
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Rationale: By adding PAF 9436 as an elective to the Master of International Affairs program, students will develop a deeper understanding of key security issues facing the United States and the many forces that are currently challenging the post-World War II international security order.

From			To		
Course Crs	Description		Course Crs	Description	
<b>Requirements for the Trade Policy and Global Economic Governance (TPGEG) concentration in the Master of International Affairs program</b>			<b>Requirements for the Trade Policy and Global Economic Governance (TPGEG) concentration in the Master of International Affairs program</b>		
Required Courses (27-30 credits)			Required Courses (27-30 credits)		
PAF 9140	Budgeting and Financial Analysis I	3	PAF 9140	Budgeting and Financial Analysis I	3
PAF 9170	Research and Analysis I	3	PAF 9170	Research and Analysis I	3
PAF 9172	Research and Analysis II	3	PAF 9172	Research and Analysis II	3
PAF 9180	Policy Analysis	3	PAF 9180	Policy Analysis	3
PAF 9181	Comparative Public Policy and Administration	3	PAF 9181	Comparative Public Policy and Administration	3
PAF 9184	International Institutions and Global Governance	3	PAF 9184	International Institutions and Global Governance	3
PAF 9415	International Economics	3	PAF 9415	International Economics	3
PAF 9420	Global Communication	3	PAF 9420	Global Communication	3

PAF 9490	International Affairs Capstone Seminar	3	PAF 9490	International Affairs Capstone Seminar	3
*PAF 9195	Public Affairs Internship	3	*PAF 9195	Public Affairs Internship	3
TPGEG Concentration Required Courses (6 credits)			TPGEG Concentration Required Courses (6 credits)		
PAF 9440	Trade Policy	3	PAF 9440	Trade Policy	3
PAF 9450	International Development	3	PAF 9450	International Development	3
TPGEG Concentration Elective Courses (9 credits) 6 from the list below or 3 from another graduate program with advisor approval			TPGEG Concentration Elective Courses (9 credits) 6 from the list below or 3 from another graduate program with advisor approval		
PAF 9104	Media, Politics and Public Culture	3	PAF 9104	Media, Politics and Public Culture	3
PAF 9119	Organization Theory	3	PAF 9119	Organization Theory	3
PAF 9182	Development Administration	3	PAF 9182	Development Administration	3
PAF 9199	Selected Topics in Public Affairs	3	PAF 9199	Selected Topics in Public Affairs	3
PAF 9299	Selected Topics in Nonprofit Management	3	PAF 9299	Selected Topics in Nonprofit Management	3
PAF 9410	Global Economic Governance: Pacts, Actors, and Regimes	3	PAF 9410	Global Economic Governance: Pacts, Actors, and Regimes	3
PAF 9425	Western Hemisphere Affairs: Past, Present and Future	3	PAF 9425	Western Hemisphere Affairs: Past, Present and Future	3
PAF 9426	Illicit Trade	3	PAF 9426	Illicit Trade	3
PAF 9430	Diaspora, Migration and Transnational Life in the Western Hemisphere and Beyond	3	PAF 9430	Diaspora, Migration and Transnational Life in the Western Hemisphere and Beyond	3
PAF 9445	International Political Economy	3	<u>PAF 9436</u>	<u>International Security and the Liberal World Order</u>	<u>3</u>
PAF 9455	International Regulatory Policy	3	PAF 9445	International Political Economy	3
PAF 9699	Selected Topics in Public Policy	3	PAF 9455	International Regulatory Policy	3
IBS 9761	Emerging Markets and the International Business Environment	3	PAF 9699	Selected Topics in Public Policy	3
IBS 9767	Global Firms, Cultures, and Governments	3	IBS 9761	Emerging Markets and the International Business Environment	3
CIS 9230	Globalization and Technology	3	IBS 9767	Global Firms, Cultures, and Governments	3
LAW 9740	International Trade and Investment Law	3	CIS 9230	Globalization and Technology	3
MKT 9739	Global Advertising and Marketing Communication	3	LAW 9740	International Trade and Investment Law	3
MKT 9764	Internet Marketing and Global Business	3	MKT 9739	Global Advertising and Marketing Communication	3

<p>*The internship is required of candidates who have less than 1-year relevant international work experience</p> <p>Total credits required for the Trade Policy and Global Economic Governance Concentration in the Masters of International Affairs program 42-45</p>	<p>MKT 9764 Internet Marketing and Global Business 3</p> <p>*The internship is required of candidates who have less than 1-year relevant international work experience</p> <p>Total credits required for the Trade Policy and Global Economic Governance Concentration in the Masters of International Affairs program 42-45</p>
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Rationale: By adding PAF 9436 as an elective to the Master of International Affairs program, students will develop a deeper understanding of key security issues facing the United States and the many forces that are currently challenging the post-World War II international security order.

From			To		
Course Crs	Description		Course Crs	Description	
<b>Requirements for the Western Hemisphere Affairs (WHA) concentration in the Master of International Affairs program</b>			<b>Requirements for the Western Hemisphere Affairs (WHA) concentration in the Master of International Affairs program</b>		
Required Courses (27-30 credits)			Required Courses (27-30 credits)		
PAF 9140	Budgeting and Financial Analysis I	3	PAF 9140	Budgeting and Financial Analysis I	3
PAF 9170	Research and Analysis I	3	PAF 9170	Research and Analysis I	3
PAF 9172	Research and Analysis II	3	PAF 9172	Research and Analysis II	3
PAF 9180	Policy Analysis	3	PAF 9180	Policy Analysis	3
PAF 9181	Comparative Public Policy and Administration	3	PAF 9181	Comparative Public Policy and Administration	3
PAF 9184	International Institutions and Global Governance	3	PAF 9184	International Institutions and Global Governance	3
PAF 9415	International Economics	3	PAF 9415	International Economics	3
PAF 9420	Global Communication	3	PAF 9420	Global Communication	3
PAF 9490	International Affairs Capstone Seminar	3	PAF 9490	International Affairs Capstone Seminar	3
*PAF 9195	Public Affairs Internship	3	*PAF 9195	Public Affairs Internship	3

WHA Concentration Required Courses (3 credits)			WHA Concentration Required Courses (3 credits)		
PAF 9425	Western Hemisphere Affairs: Past, Present and Future	3	PAF 9425	Western Hemisphere Affairs: Past, Present and Future	3
WHA Concentration Elective Courses (9 credits) 6 from list below, plus 3 credits either from list below or from another graduate program with advisor approval			WHA Concentration Elective Courses (9 credits) 6 from list below, plus 3 credits either from list below or from another graduate program with advisor approval		
PAF 9104	Media, Politics and Public Culture	3	PAF 9104	Media, Politics and Public Culture	3
PAF 9119	Organization Theory	3	PAF 9119	Organization Theory	3
PAF 9199	Selected Topics in Public Affairs	3	PAF 9199	Selected Topics in Public Affairs	3
PAF 9299	Selected Topics in Nonprofit Management	3	PAF 9299	Selected Topics in Nonprofit Management	3
PAF 9410	Global Economic Governance: Pacts, Actors, and Regimes	3	PAF 9410	Global Economic Governance: Pacts, Actors, and Regimes	3
PAF 9426	Illicit Trade	3	PAF 9426	Illicit Trade	3
PAF 9430	Diaspora, Migration and Transnational Life in the Western Hemisphere and Beyond	3	PAF 9430	Diaspora, Migration and Transnational Life in the Western Hemisphere and Beyond	3
PAF 9440	Trade Policy	3	<u>PAF 9436</u>	<u>International Security and the Liberal World Order</u>	<u>3</u>
PAF 9445	International Political Economy	3	PAF 9440	Trade Policy	3
PAF 9450	International Development	3	PAF 9445	International Political Economy	3
PAF 9699	Selected Topics in Public Policy	3	PAF 9450	International Development	3
IBS 9761	Emerging Markets and the International Business Environment	3	PAF 9699	Selected Topics in Public Policy	3
IBS 9767	Global Firms, Cultures, and Governments	3	IBS 9761	Emerging Markets and the International Business Environment	3
CIS 9230	Globalization and Technology	3	IBS 9767	Global Firms, Cultures, and Governments	3
LAW 9740	International Trade and Investment Law	3	CIS 9230	Globalization and Technology	3
MKT 9739	Global Advertising and Marketing Communication	3	LAW 9740	International Trade and Investment Law	3
MKT 9764	Internet Marketing and Global Business	3	MKT 9739	Global Advertising and Marketing Communication	3
			MKT 9764	Internet Marketing and Global Business	3
*The internship is required of candidates who have less than 1-year relevant international work experience			*The internship is required of candidates who have less than 1-year relevant international work experience		

Total credits required for the Western Hemisphere Affairs Concentration in the Masters of International Affairs program 42-45	Total credits required for the Western Hemisphere Affairs Concentration in the Masters of International Affairs program 42-45
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Rationale: By adding PAF 9436 as an elective to the Master of International Affairs program, students will develop a deeper understanding of key security issues facing the United States and the many forces that are currently challenging the post-World War II international security order.

#### Section AIV: New Courses

**AIV.1.1** The following new course is proposed for the Master of International Affairs program in the Marxe School of Public and International Affairs.

CUNYfirst Course ID	PAF 9436
Department(s)	Marxe School of Public and International Affairs
Career	<input type="checkbox"/> Undergraduate <input checked="" type="checkbox"/> Graduate
Academic Level	<input checked="" type="checkbox"/> Regular <input type="checkbox"/> Compensatory <input type="checkbox"/> Developmental <input type="checkbox"/> Remedial
Subject Area	Public Affairs
Course Prefix	PAF
Course Number	9436
Course Title	International Security and the Liberal World Order
Catalogue Description	This course will examine the most pressing issues in US national security and international security—including weapons proliferation, cyber warfare, pandemics, climate change, a rising China, and a revisionist Russia—and



	<p>how this country's ongoing debate on global engagement is affecting the liberal world order and the ability to address these challenges.</p> <p>Open to Austin W. Marxe School of Public and International Affairs students; others with Marxe School permission.</p>
Pre-Requisites	None
Credits	3
Contact Hours	3
Liberal Arts	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Course Attribute (e.g. Writing Intensive, Honors, etc)	None
Course Applicability	<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	Fall 2020

Rationale: This course will be an approved elective for all four concentrations in the Master of International Affairs program. Students will develop a deeper understanding of key security issues facing the United States and the many forces that are currently challenging the post-World War II international security order.

This course is an elective for the MIA program, all concentrations, to be offered once a year with a projected enrollment of 20 students.

The following recommendations of the committee on Undergraduate Curriculum were approved at the Zicklin School of Business Faculty Meeting on October 17, 2019 effective Fall 2020 semester pending approval of the Board of Trustees.

**PART A: ACADEMIC MATTERS**

**Section AIII: Changes in Degree Programs**

**AIII.1.1 The following revisions are proposed for the BBA in Computer Information Systems (General Track) in the Zicklin School of Business**

Program: BBA in Computer Information Systems (General Track)

Program Code: 21849

MHC Program Code: 60006

HEGIS Code: 0702.00

Effective: Fall 2020

<b>From:</b>			<b>To:</b>		
<b>BBA in Computer Information Systems (General Track)</b>			<b>BBA in Computer Information Systems (General Track)</b>		
<b>Course</b>	<b>Description</b>	<b>Crd</b>	<b>Course</b>	<b>Description</b>	<b>Crd</b>
<b>Required Courses</b>			<b>Required Courses</b>		
CIS 2300	Programming and Computational Thinking	3	CIS 2300	Programming and Computational Thinking	3
Choose from		3	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 I	3	CIS 3400	Database Management I	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>
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 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	Networks and Telecommunications I	3	CIS 3500	Networks and Telecommunications I	3
CIS 3550	Cybersecurity	3	CIS 3550	Cybersecurity	3
CIS 3630	Principles of Web Design	3	CIS 3630	Principles of Web Design	3
CIS 3700	Green IT	3	CIS 3700	Green IT	3
CIS 3710	Foundations of Business Analytics	3	CIS 3710	Foundations of Business Analytics	3
CIS 3750	Social Media Technologies in Organizations	3	CIS 3750	Social Media Technologies in Organizations	3
CIS 3770	Usability, Privacy and Security	3	CIS 3770	Usability, Privacy and Security	3
CIS/STA 3920	Data Mining for Business Analytics	3	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 4160	Web Applications Development	3
CIS/STA 4170	Data Visualization	3	CIS/STA 4170	Data Visualization	3
CIS 4350	Information Technology Audit	3	CIS 4350	Information Technology Audit	3
CIS 4400	Data Warehousing for Analytics	3	CIS 4400	Data Warehousing for Analytics	3
CIS 4500	Networks and Telecommunications II	3	CIS 4500	Networks and Telecommunications II	3
			<u>CIS 4550</u>	<u>Ethical Hacking</u>	<u>3</u>
CIS 4610	Expert (Knowledge-Based) Systems and Related Technologies	3	CIS 4610	Expert (Knowledge-Based) Systems and Related Technologies	3
CIS 4620	Financial Information Technologies	3	CIS 4620	Financial Information Technologies	3
CIS 4650	Operating Systems Concepts	3	CIS 4650	Operating Systems Concepts	3
OPR 3300	Quantitative Methods for Accounting*	3	OPR 3300	Quantitative Methods for Accounting*	3
OPR 3450	Quantitative Decision Making for Business †**	3	OPR 3450	Quantitative Decision Making for Business †**	3
STA 4920	Advanced Data Mining	3	STA 4920	Advanced Data Mining	3
<p>* 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.</p>					

**Rationale:** This new course is being introduced in response to student requests for a more technically-oriented course related to cybersecurity. The course will initially be offered once a year in the fall as an elective in the General and Cybersecurity and Information Assurance tracks. It is expected to enroll approximately 20-30 students per semester.

**All.1.2 The following revisions are proposed for the BBA in Computer Information Systems (Information Risk Management and Cybersecurity Track) in the Zicklin School of Business**

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

Program Code: 21849

MHC Program Code: 60006

HEGIS Code: 0702.00

Effective: Fall 2020

<b>From:</b>	<b>BBA in Computer Information Systems (Information Risk Management and Cybersecurity)</b>		<b>To:</b>	<b>BBA in Computer Information Systems (Information Risk Management and Cybersecurity)</b>	
<b>Course</b>	<b>Description</b>	<b>Crd</b>	<b>Course</b>	<b>Description</b>	<b>Crd</b>
Required Courses -15 credits			Required Courses – 15 credits		
CIS 2300	Programming and Computational Thinking	3	CIS 2300	Programming and Computational Thinking	3
CIS 3400	Database Management Systems I	3	CIS 3400	Database Management Systems I	3
CIS 3500	Networks and Telecommunications I	3	CIS 3500	Networks and Telecommunications I	3
CIS 3550	Cybersecurity	3	CIS 3550	Cybersecurity	3
CIS 4350	Information Technology Audit	3	CIS 4350	Information Technology Audit	3
<b>Elective Courses – 9 credits (At least 6 credits must be from the CIS courses)</b>			<b>Elective Courses – 9 credits (At least 6 credits must be from the CIS courses)</b>		
		<b>Crd</b>			<b>Crd</b>
CIS 3100	Object Oriented Programming I	3	CIS 3100	Object Oriented Programming I	3
CIS 3110	Object Oriented Programming with Java	3	CIS 3110	Object Oriented Programming with Java	3

CIS 3120	Programming for Analytics	3	CIS 3120	Programming for Analytics	3
CIS 3750	Social Media Technologies in Organizations	3	CIS 3750	Social Media Technologies in Organizations	3
CIS 3770	Usability, Privacy and Security	3	CIS 3770	Usability, Privacy and Security	3
CIS/STA 3920	Data Mining for Business Analytics	3	CIS/STA 3920	Data Mining for Business Analytics	3
CIS 4093	Special Topics (with permission)	3	CIS 4093	Special Topics (with permission)	3
CIS 4100	Object Oriented Programming II	3	CIS 4100	Object Oriented Programming II	3
CIS 4160	Web Applications Development	3	CIS 4160	Web Applications Development	3
CIS 4500	Networks and Telecommunications II	3	CIS 4500	Networks and Telecommunications II	3
			<u>CIS 4550</u>	<u>Ethical Hacking</u>	<u>3</u>
CIS 4620	Financial Information Technologies	3	CIS 4620	Financial Information Technologies	3
CIS 4800	Systems Analysis and Design	3	CIS 4800	Systems Analysis and Design	3
LAW 3108	Law and the Internet	3	LAW 3108	Law and the Internet	3
LAW 3250	Financial Regulation of Emerging Technologies	3	LAW 3250	Financial Regulation of Emerging Technologies	3
LAW 3350	Corporate Compliance, Governance & Whistleblowing	3	LAW 3350	Corporate Compliance, Governance & Whistleblowing	3

Rationale: This new course is being introduced in response to student requests for a more technically-oriented course related to cybersecurity. The course will initially be offered once a year in the fall as an elective in the General and Cybersecurity and Information Assurance tracks. It is expected to enroll approximately 20-30 students per semester.

**All.1.3** The following revisions are proposed for the minor in Cybersecurity and Information Assurance in the Zicklin School of Business

From: Minor in Cybersecurity and Information Assurance			To: Minor in Cybersecurity and Information Assurance		
Course	Description	Crd	Course	Description	Crd
<b>Required Courses (9 Credits)</b>			<b>Required Courses (6 Credits)</b>		
CIS 3500	Networks and Telecommunications I	3	CIS 3500	Networks and Telecommunications I	3
CIS 3550	Cybersecurity	3	CIS 3550	Cybersecurity	3
<del>CIS 4350</del>	<del>Information Technology Audit</del>	<del>3</del>			
			<u>Elective Courses (3 Credits)</u>		
		3	<u>CIS 4350</u>	<u>Information Technology Audit</u>	3
		3	<u>CIS 4550</u>	<u>Ethical Hacking</u>	3

Rationale: To give students flexibility in choosing either more or less technical cybersecurity minor, CIS4350 will no longer be required. Students can choose between CIS4350 or the CIS 4550 as an elective.

**All.1.4 The following revisions are proposed for minor in Computer Applications in Business in the Zicklin School of Business**

<b>From:</b>			<b>To:</b>		
<b>Minor in Computer Applications in Business</b>			<b>Minor in Computer Applications in Business</b>		
Course	Description	Crd	Course	Description	Crd
Choose any three of the following (All Prerequisites must be satisfied): 9 credits			Choose any three of the following (All Prerequisites must be satisfied): 9 credits		
CIS 2300	Programming and Computational Thinking	3	CIS 2300	Programming and Computational Thinking	3
CIS 3100	Object Oriented Programming I	3	CIS 3100	Object Oriented Programming I	3
CIS 3110	Object Oriented Programming with Java	3	CIS 3110	Object Oriented Programming with Java	3
CIS 3120	Programming for Analytics	3	CIS 3120	Programming for Analytics	3
CIS 3367	Spreadsheet Applications in Business	3	CIS 3367	Spreadsheet Applications in Business	3
CIS 3400	Database Management I	3	CIS 3400	Database Management I	3
CIS 3444	e-Business Technologies	3	CIS 3444	e-Business Technologies	3
CIS 3500	Networks and Telecommunications I	3	CIS 3500	Networks and Telecommunications I	3
CIS 3550	Cybersecurity	3	CIS 3550	Cybersecurity	3
CIS 3250	Blockchain Technologies and Applications	3	CIS 3250	Blockchain Technologies and Applications	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 4100	Object Oriented Programming II	3	CIS 4100	Object Oriented Programming II	3
CIS 4160	Web Applications Development	3	CIS 4160	Web Applications Development	3
CIS/STA 4170	Data Visualization	3	CIS/STA 4170	Data Visualization	3
CIS 4350	Information Technology Audit	3	CIS 4350	Information Technology Audit	3
CIS 4400	Data Warehousing for Analytics	3	CIS 4400	Data Warehousing for Analytics	3
CIS 4500	Networks and Telecommunications II	3	CIS 4500	Networks and Telecommunications II	3
			<u>CIS 4550</u>	<u>Ethical Hacking</u>	<u>3</u>
CIS 4610	Expert (Knowledge-Based) Systems and Related Technologies	3	CIS 4610	Expert (Knowledge-Based) Systems and Related Technologies	3
CIS 4620	Financial Information Technologies	3	CIS 4620	Financial Information Technologies	3
CIS 4650	Operating Systems Concepts	3	CIS 4650	Operating Systems Concepts	3
CIS 4093	Special Topics in Computer Information Systems (3 credits)	3	CIS 4093	Special Topics in Computer Information Systems	3
CIS 4800	Systems Analysis and Design	3	CIS 4800	Systems Analysis and Design	3
OPR 3300*	Quantitative Methods for Accountancy	3	OPR 3300*	Quantitative Methods for Accountancy	3
OPR 3450**	Quantitative Decision Making for Business	3	OPR 3450**	Quantitative Decision Making for Business	3

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

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

Rationale: Updating our minor to allow students to take this course.

## AIII.2.1

## New Minor to be offered by the Narendra Paul Loomba Department of Management

From:	To:		
<b>No such minor is currently offered</b>	<b>Business minor in Social Innovation (for Business Majors)</b>		<b>9</b>
	<b>Required Courses (capstone)</b>		<b>3</b>
	MGT 4969	Social Entrepreneurship	3
	<b>Elective Courses</b>		<b>6</b>
	<b>Students must take one course from the following list:</b>		
	ANT 3125/SOC 3125	Race and Ethnic Relations	3
	ENV 3001	Introduction to Environmental Science	3
	ENV 3006	Global Ecology	3
	ENV 3009	Conservation Biology and Sustainable Development	3
	PHI 3050	Ethics, Economics, and the Business System	3
	PHI 3200	Environmental Ethics	3
	POL 3005	Social Welfare Policy	3
	POL 3318	Immigration and Integration in the U.S.	3
	POL 3422	Urban Public Policy	3
	SOC 3155	Urban Sociology	3
SOC 3156	Social Inequality	3	
SOC 3170	Social Movements	3	
Students must take one course from the following list:			

PAF 3020	Ethics and Civic Engagement	3
PAF 3301	Models of Service Delivery	3
PAF 3343	Building Cities: Markets and Government	3
PAF 3375	Housing and Community Development Policy	3
PAF 3442	Cities and Sustainability	3
PAF 3710	Reforming Education	3

Rationale: Over the last decade, awareness of social and environmental problems has grown substantially though novel, sustainable solutions to those problems, known as “social innovations,” have remained elusive. In fact, despite considerable investments by governments – such as the United States’ Social Innovation Fund and the United Kingdom’s Big Society – to encourage citizens and domestic organizations to transform patterns of thought, behavior, social relationships, institutions, and/or social structures in order to generate beneficial outcomes for individuals, communities, organizations, society, and/or the environment, many of the social and/or environmental problems that plagued our world in the early 2000s remain, and new problems continue to arise. In response, this proposal seeks to enable students to position themselves as agents of social change by establishing an interdisciplinary minor (housed in the Management department) in Social Innovation. Social innovations are new ideas that address pressing, unmet social and/or environmental needs. By transforming patterns of thought, behavior, social relationships, institutions, and/or social structures, social innovations generate beneficial outcomes for individuals, communities, organizations, society, and/or the environment. Social innovations are typically brought into being by social entrepreneurs with the ability to see and the willingness to act upon opportunities for social change where others see only chaos and uncertainty. The purpose of this minor in Social Innovation, therefore, is to expose students to the nature and causes of the social and environmental problems that plague our world as well as the process by which they might be addressed. Because the novelty of social innovations is dependent upon arbitrating ideas and knowledge from across sectoral and disciplinary boundaries, this program requires that students take one course from each of Baruch’s three colleges. The elective from the Weissman School of Arts and Sciences will challenge students to examine the ethical foundations and controversies surrounding many of today’s social and environmental problems as well as the role social movements may play in their resolution. The elective from the Marxe School of Public and International Affairs will expose students to the means by which individuals may serve the public interest as well as the challenges they will inevitably face in the process. The required capstone from the Zicklin School of Business will help students synthesize what they have learned in their elective courses in order to identify a viable opportunity to enact meaningful social change.

**All.2.2 New Minor to be offered by the Narendra Paul Loomba Department of Management**

<b>From:</b>	<b>To:</b>			
<b>No such minor is currently offered</b>	<b>Business minor in Social Innovation (for non-Business Majors)</b>		<b>9</b>	
	<b>Required Courses (capstone)</b>		<b>3</b>	
	MGT 4969	Social Entrepreneurship	3	
	<b>Elective Courses</b>		<b>6</b>	
	<b>Students must take one course from the following list:</b>			
	ANT 3125/SOC 3125	Race and Ethnic Relations	3	
	ENV 3001	Introduction to Environmental Science	3	
	ENV 3006	Global Ecology	3	
	ENV 3009	Conservation Biology and Sustainable Development	3	
	PHI 3050	Ethics, Economics, and the Business System	3	
	PHI 3200	Environmental Ethics	3	
	POL 3005	Social Welfare Policy	3	
	POL 3318	Immigration and Integration in the U.S.	3	
	POL 3422	Urban Public Policy	3	
	SOC 3155	Urban Sociology	3	
SOC 3156	Social Inequality	3		
SOC 3170	Social Movements	3		
<b>Students must take one course from the following list:</b>				

PAF 3020	Ethics and Civic Engagement	3
PAF 3301	Models of Service Delivery	3
PAF 3343	Building Cities: Markets and Government	3
PAF 3375	Housing and Community Development Policy	3
PAF 3442	Cities and Sustainability	3
PAF 3710	Reforming Education	3

Rationale: Over the last decade, awareness of social and environmental problems has grown substantially though novel, sustainable solutions to those problems, known as “social innovations,” have remained elusive. In fact, despite considerable investments by governments – such as the United States’ Social Innovation Fund and the United Kingdom’s Big Society – to encourage citizens and domestic organizations to transform patterns of thought, behavior, social relationships, institutions, and/or social structures in order to generate beneficial outcomes for individuals, communities, organizations, society, and/or the environment, many of the social and/or environmental problems that plagued our world in the early 2000s remain, and new problems continue to arise. In response, this proposal seeks to enable students to position themselves as agents of social change by establishing an interdisciplinary minor (housed in the Management department) in Social Innovation. Social innovations are new ideas that address pressing, unmet social and/or environmental needs. By transforming patterns of thought, behavior, social relationships, institutions, and/or social structures, social innovations generate beneficial outcomes for individuals, communities, organizations, society, and/or the environment. Social innovations are typically brought into being by social entrepreneurs with the ability to see and the willingness to act upon opportunities for social change where others see only chaos and uncertainty. The purpose of this minor in Social Innovation, therefore, is to expose students to the nature and causes of the social and environmental problems that plague our world as well as the process by which they might be addressed. Because the novelty of social innovations is dependent upon arbitrating ideas and knowledge from across sectoral and disciplinary boundaries, this program requires that students take one course from each of Baruch’s three colleges. The elective from the Weissman School of Arts and Sciences will challenge students to examine the ethical foundations and controversies surrounding many of today’s social and environmental problems as well as the role social movements may play in their resolution. The elective from the Marxe School of Public and International Affairs will expose students to the means by which individuals may serve the public interest as well as the challenges they will inevitably face in the process. The required capstone from the Zicklin School of Business will help students synthesize what they have learned in their elective courses in order to identify a viable opportunity to enact meaningful social change.

**Section AIV: New Courses**

**AIV.1**

<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>	4550
<b>Course Title</b>	Ethical Hacking
<b>Catalogue Description</b>	This course will provide a practical introduction to ethical hacking (also known as Penetration Testing). Ethical hacking involves identifying and testing weaknesses in a system or network that might allow unauthorized access to data or system resources. The purpose of ethical hacking is to improve the security of the system or network by fixing vulnerabilities found during testing. Students will use the same methods and tools used by malicious hackers (such as Kali Linux and other related tools) to scan wired and wireless networks, intercept network traffic, subvert encryption, and develop and deploy malware. Students will also assess and propose solutions to common security problems. A signed pledge is required from students to abide by a code of ethics in using the techniques taught in this class.
<b>Pre-Requisites</b>	Pre-requisite CIS 3550
<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  <input type="checkbox"/> Science <input type="checkbox"/> Creative Expression  <div style="text-align: right;">College Option Detail</div>

	<input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World
<b>Effective Term</b>	Fall 2020

Rationale: This new Ethical Hacking course is being introduced in response to student requests for a more technically-oriented course related to cybersecurity. The course will initially be offered once a year in the fall as an elective in the General and Cybersecurity and Information Assurance tracks. It is expected to enroll approximately 20-30 students per semester.

## AIV.2

<b>CUNYfirst Course ID</b>	
<b>Department(s)</b>	Bert W. Wasserman Department of Economics and Finance
<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>	Economics
<b>Course Prefix</b>	ECO
<b>Course Number</b>	4150
<b>Course Title</b>	International Trade
<b>Catalogue Description</b>	This course reviews seminal trade theories and empirical findings on this topic to tackle the following questions: Why do countries trade? What is the effect of international trade on the economic well-being of countries? Does trade liberalization benefit all economic agents or does it create winners and losers? Why do some firms decide to export, while others serve only the domestic market? What drives a multinational firm's outsourcing and off-shoring decisions? Which instruments can policy-makers use to enhance (or restrict) trade, and what is the effect of these trade policies on economic welfare?
<b>Pre/ Co Requisites</b>	Prerequisites: ECO 3100 or ECO 3200
<b>Credits</b>	3
<b>Contact Hours</b>	3
<b>Liberal Arts</b>	[ ] Yes [X] 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 Option Detail _____ <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
<b>Effective Term</b>	Fall 2020		

Rationale: The department will offer a new 4000-level course that will provide the Economics majors and minors with another option that exposes them to some of the most debated issues in the current political and public discourse in the U.S.

**Section AV: Changes in Existing Courses**

**AV.1** Changes to be offered in the [Narendra Paul Loomba Department of Management](#)

<b>CUNYFirst Course ID</b>			
<b>FROM</b>		<b>TO</b>	
<b>Departments</b>	<a href="#">Narendra Paul Loomba Department of Management</a>	<b>Departments</b>	<a href="#">Narendra Paul Loomba Department of Management</a>
<b>Course</b>	MGT 4969 Social Entrepreneurship	<b>Course</b>	MGT 4969 Social Entrepreneurship



<b>Pre or corequisite</b>	MGT 3950; No ZICK; No ZKTP	<b>Pre-requisite</b>	Students who wish to use this course as an elective for the Entrepreneurship major must have completed MGT 3950 in order to enroll in this course. Students who wish to use this course as the capstone for the minor in Social Innovation must have satisfied the 3000-level course requirements for the minor in order to enroll in this course. No ZICK, no ZKTP.
<b>Hours</b>	3	<b>Hours</b>	3
<b>Credits</b>	3	<b>Credits</b>	3
<b>Description</b>	This course is designed to provide students with an understanding of the ways in which individuals pursue opportunities to catalyze social change and/or address pressing, unmet social and/or environmental needs. To achieve this end, students will develop their own "Theories of Change," that will articulate how they intend to transform patterns of thought, behavior, social relationships, institutions, and/or social structures to generate beneficial outcomes for communities, organizations, and/or the environment.	<b>Description</b>	This course is designed to provide students with an understanding of the ways in which individuals pursue opportunities to catalyze social change and/or address pressing, unmet social and/or environmental needs. To achieve this end, students will develop their own "Theories of Change," that will articulate how they intend to transform patterns of thought, behavior, social relationships, institutions, and/or social structures to generate beneficial outcomes for communities, organizations, and/or the environment.
<b>Requirement Designation</b>		<b>Requirement Designation</b>	
<b>Liberal Arts</b>	[ ] Yes [ X ] No	<b>Liberal Arts</b>	[ ] Yes [ X ] No
<b>Course Attribute (e.g. Writing Intensive, Honors, etc.)</b>	Communication-Intensive	<b>Course Attribute (e.g. Writing Intensive, Honors, etc.)</b>	Communication-Intensive
<b>Course Applicability</b>	<input checked="" type="checkbox"/> Major <input type="checkbox"/> Gen Ed Required	<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"/> 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>	Fall 2020		

Rationale: This course will remain as an elective for the Entrepreneurship major. This proposal reflects revisions to the prerequisites of this course in support of a newly proposed minor in Social Innovation for which this course will serve as the capstone.

**AV.2.1 Changes to be offered in the Allen G. Aaronson Department of Marketing and International Business**

<b>CUNYFirst Course ID</b>			
<b>FROM:</b>		<b>TO:</b>	

<b>Departments</b>	Allen G. Aaronson Department of Marketing and International Business		
<b>Course</b>	MKT 4693 Special Topics in Marketing Analytics	<b>Course</b>	MKT 4693 Special Topics in Marketing Analytics
<b>Pre or co requisite</b>	MKT 3600 or <del>STA 3155</del> or CIS/STA 3920	<b>Pre or co requisite</b>	MKT 3600 or <u>STA 3000</u> or CIS/STA 3920; <u>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>	No course descriptions for Special Topics courses	<b>Description</b>	No course descriptions for Special Topics courses
<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	<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

	____ Gen Ed – College Option College Option Detail		
<b>Effective Term</b>	Fall 2020		

**Rationale:** A prerequisite for this course, STA 3155, was changed last year to STA 4155; in this Proposal, the pre requisite for the courses listed above will be changed from STA 3155 to STA 3000. This change will streamline the curriculum and facilitate student progress through the major and minor in Marketing Analytics. The course content will remain the same.

**AV.2.2 Changes to be offered in the Allen G. Aaronson Department of Marketing and International Business**

<b>CUNYFirst Course ID</b>			
<b>FROM</b>		<b>TO</b>	
<b>Departments</b>	Allen G. Aaronson Department of Marketing and International Business		
<b>Course</b>	MKT 4561 Marketing Analytics	<b>Course</b>	MKT 4561 Marketing Analytics
<b>Pre or co requisite</b>	MKT 3600 or <del>STA 3155</del> or CIS/STA 3920	<b>Prerequisite</b>	MKT 3600 or <u>STA 3000</u> or CIS/STA 3920; <u>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>	In this course, students will address the marketing process new products, segmentation, targeting, positioning, and advertising with data and analytics. They will learn how to analyze marketing data to help make decisions about: market segmentation and target market selection; product positioning; and allocation of marketing mix expenditures to accomplish objectives. This course will also provide an opportunity to improve students' statistical and analytical skills as well as build proficiency with statistical software applications.	<b>Description</b>	In this course, students will address the marketing process new products, segmentation, targeting, positioning, and advertising with data and analytics. They will learn how to analyze marketing data to help make decisions about: market segmentation and target market selection; product positioning; and allocation of marketing mix expenditures to accomplish objectives. This course will also provide an opportunity to improve students' statistical and analytical skills as well as build proficiency with statistical software applications.

<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>	Fall 2020		

Rationale: A prerequisite for this course, STA 3155, was changed last year to STA 4155; in this Proposal, the pre requisite for the courses listed above will be changed from STA 3155 to STA 3000. This change will streamline the curriculum and facilitate student progress through the major and minor in Marketing Analytics. The course content will remain the same.

**AV.2.3 Changes to be offered in the Allen G. Aaronson Department of Marketing and International Business**

<b>CUNYFirst Course ID</b>		<b>TO</b>	
<b>FROM</b>			
<b>Departments</b>	Allen G. Aaronson Department of Marketing and International Business		
<b>Course</b>	MKT 4620 Text Analytics for Marketing	<b>Course</b>	MKT 4620 Text Analytics for Marketing
<b>Pre or co requisite</b>	MKT 3600 or <del>STA 3155</del> or CIS/STA 3920; Admission into ZSB	<b>Pre or co requisite</b>	MKT 3600 or <u>STA 3000</u> or CIS/STA 3920; <u>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>	This course approaches the world of Text Analytics from a business strategy perspective by introducing students to popular methods applied to analyze consumer conversations and content and by aiding students in understanding and interpreting the results obtained through such methods. The industry terminology around Text Analytics and Text Mining is decoded in this course, by preparing and analyzing unstructured textual information and demonstrating practical applications of Text Analytics methods to identify key themes and hidden meaning from unstructured data. At the end of the course students will demonstrate an understanding of how to develop powerful new marketing strategies to elevate customer experience, solidify brand value, and elevate reputation.	<b>Description</b>	This course approaches the world of Text Analytics from a business strategy perspective by introducing students to popular methods applied to analyze consumer conversations and content and by aiding students in understanding and interpreting the results obtained through such methods. The industry terminology around Text Analytics and Text Mining is decoded in this course, by preparing and analyzing unstructured textual information and demonstrating practical applications of Text Analytics methods to identify key themes and hidden meaning from unstructured data. At the end of the course students will demonstrate an understanding of how to develop powerful new marketing strategies to elevate customer experience, solidify brand value, and elevate reputation.

<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"/> X_ 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"/> X_ 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>	Fall 2020		

Rationale: This course is structured as a strategy course for current and future business professionals and requires limited expertise in statistics, math, and programming. Through STA 2000 students will acquire the statistical foundation needed to take and complete MKT 4620. Such a change will facilitate the streamlining and progression of students through the Digital Marketing concentration and also aid students pursuing other majors and minors in the business school to take this course. There is no change in the course content.

**AV.3.1 Changes to be offered in the Paul H. Chook Department of Information Systems & Statistics**

<b>CUNYFirst Course ID</b>			
<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 5800 Information Technology Development and Project Management	<b>Course</b>	CIS 5800 Information Technology Development and Project Management
<b>Pre-requisite</b>	CIS 3100 and CIS 4800	<b>Pre-requisite</b>	<u>(Pre or Co-Requisite: CIS 3100 or CIS 3110 or CIS 3120) AND (Pre-requisite: CIS 4800)</u>
<b>Hours</b>	3	<b>Hours</b>	3
<b>Credits</b>	3	<b>Credits</b>	3
<b>Description</b>	Information Technology Development and Project Management is a CIS capstone course. It focuses on the design and management of systems to meet the increased need for information within an enterprise. The course covers the fundamentals of IT project management required for the successful implementation of information systems. The course presents tools and technologies for project definition, work breakdown, estimating, planning and scheduling resources as well as monitoring and control of project execution. Students utilize knowledge gained from prior coursework, and work in groups to design and manage an Information Technology project.	<b>Description</b>	Information Technology Development and Project Management is a CIS capstone course. It focuses on the design and management of systems to meet the increased need for information within an enterprise. The course covers the fundamentals of IT project management required for the successful implementation of information systems. The course presents tools and technologies for project definition, work breakdown, estimating, planning and scheduling resources as well as monitoring and control of project execution. Students utilize knowledge gained from prior coursework, and work in groups to design and manage an Information Technology project.
<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</b> (e.g. Writing Intensive, Honors, etc)	Capstone	<b>Course Attribute</b> (e.g. Writing Intensive, Honors, etc)	Capstone
<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>	Fall 2020		

Rationale: The pre-requisite is being changed to insure that before students take the capstone course for the general track in CIS major, all majors have either taken or have enrolled in one of the 2<sup>nd</sup> level programming courses.

### AV.3.2 Changes to be offered in the Paul H. Chook Department of Information Systems & Statistics

<b>CUNYFirst Course ID</b>			
<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>	STA 4157 Design and Analysis of	<b>Course</b>	STA 4157 Design and Analysis of

	Experimental Data		Experimental Data
<b>Pre-requisite</b>	<del>STA 3155.</del>	<b>Pre-requisite</b>	<u>STA 4155</u>
<b>Hours</b>	3	<b>Hours</b>	3
<b>Credits</b>	3	<b>Credits</b>	3
<b>Description</b>	The principles and applications of experimental design are covered. Completely randomized block design, latin squares, balanced and nonorthogonal factorial experiments, and hierarchical designs are covered. Nested and nested-factorial experiments are included. Additional topics such as linear contrasts, orthogonal polynomials, and multiple comparisons are covered. Various applications in the fields of business and science are studied.	<b>Description</b>	The principles and applications of experimental design are covered. Completely randomized block design, latin squares, balanced and nonorthogonal factorial experiments, and hierarchical designs are covered. Nested and nested-factorial experiments are included. Additional topics such as linear contrasts, orthogonal polynomials, and multiple comparisons are covered. Various applications in the fields of business and science are studied.
<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	<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"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World
<b>Effective Term</b>	Fall 2020		

Rationale: Course number for STA 3155 was changed to STA 4155; this revision reflects that previous change.

**All: 1. Substitutions of BUS 9551 Requirement in MS Programs, Zicklin Office of Graduate Programs**

**Rationale:** Explicit direction for academic advising is nonexistent regarding whether MS students are allowed to substitute BUS 9551 Business Communication if it has been determined that they have completed a comparable academic course. This was discussed by the Zicklin Graduate Curriculum Committee, which is comprised of representatives from each academic department as well as relevant administrative personnel and serves as the representative body of the Zicklin School of Business for curriculum matters.

Resolution: It was agreed that for MS students who have completed a comparable graduate academic course, BUS 9551 could be substituted with another course to be selected from each program’s approved courses. It was noted that sometimes this would necessitate students completing their degree with more than the minimum required number of credits if a suitable 1.5 credit course could not be identified as a substitute.

**All: 2. Eliminate the English Language Proficiency Requirement Modules: American English Pronunciation and Grammar Troubleshooting, MS Entrepreneurship Program**

**Rationale:** Students take the GMAT/GRE to be admitted into a Zicklin graduate program. In addition, many of our International students take the TOEFL exam for admission. The current English Language Proficiency requirement involves a third exam that may result in non-credit bearing courses at an additional cost. The exam and courses are managed by CAPS using a data base and an operating system that are not compatible with CUNYfirst. The requirement has become difficult for staff to track, difficult for students to complete, and difficult to assess. As Baruch now provides a number of resources that students can and do take advantage of (such as Tools for Clear Speech, Conversation Partners, and The Writing Center), and as CAPS offers other ESL courses that our students can opt to complete, we are eliminating the English Language Proficiency requirement.

**All: 1. The following revision is proposed for the MS in Accountancy in the Zicklin School of Business**

**Program:** MS in Accountancy

**HEGIS Code:** 0502.00

**Program Code:** 19218

**Effective:** Fall 2020

From: MS in Accountancy			To: MS in Accountancy	
Crs	Course	Description	Crs	
<b>Preliminary Courses (subject to waiver)</b>				
		English language modules in American English Pronunciation and Grammar Troubleshooting offered by the Division of Continuing and Professional Studies are required for non-native English speakers, and may be waived based on a waiver exam.		

Rationale: Students take the GMAT/GRE to be admitted into a Zicklin graduate program. In addition, many of our International students take the TOEFL exam for admission. The current English Language Proficiency requirement involves a third exam that may result in non-credit bearing courses at an additional cost. The exam and courses are managed by CAPS using a data base and an operating system that are not compatible with CUNYfirst. The requirement has become difficult for staff to track, difficult for students to complete, and difficult to assess. As Baruch now provides a number of resources that students can and do take advantage of (such as Tools for Clear Speech, Conversation Partners, and The Writing Center), and as CAPS offers other ESL courses that our students can opt to complete, we are eliminating the English Language Proficiency requirement.

**All: 2.** The following revision is proposed for the MS in Marketing, Concentrations in Marketing Management, Digital Marketing, Marketing Analytics, and International Business in the Zicklin School of Business

**Program:** MS in Marketing

**HEGIS Code:** 0509.00

**Program Code:** 79231

**Effective:** Fall 2020

<b>From:</b> MS in Marketing, Tracks in Marketing Management, Digital Marketing, Marketing Analytics, and International Business			<b>To:</b> MS in Marketing Tracks in Marketing Management, Digital Marketing, Marketing Analytics, and International Business		
<b>Crs</b>	<b>Course</b>	<b>Description</b>	<b>Crs</b>		
<b><del>Preliminary Courses (subject to waiver)</del></b>					
<del>English language modules in American English Pronunciation and Grammar Troubleshooting offered by the Division of Continuing and Professional Studies are required for non-native English speakers, and may be waived based on a waiver exam.</del>					

Rationale: Students take the GMAT/GRE to be admitted into a Zicklin graduate program. In addition, many of our International students take the TOEFL exam for admission. The current English Language Proficiency requirement involves a third exam that may result in non-credit bearing courses at an additional cost. The exam and courses are managed by CAPS using a data base and an operating system that are not compatible with CUNYfirst. The requirement has become difficult for staff to track, difficult for students to complete, and difficult to assess. As Baruch now provides a number of resources that students can and do take advantage of (such as Tools for Clear Speech, Conversation Partners, and The Writing Center), and as CAPS offers other ESL courses that our students can opt to complete, we are eliminating the English Language Proficiency requirement.

All: 3. The following revision is proposed for the MS in Taxation in the Zicklin School of Business.

**Program:** MS in Taxation

**HEGIS Code:** 0502.10

**Program Code:** 79232

**Effective:** Fall 2020

From: MS in Taxation			To: MS in Taxation	
Crs	Course	Description	Crs	
<del>Preliminary Courses (subject to waiver)</del>				
<del>English language modules in American English Pronunciation and Grammar Troubleshooting offered by the Division of Continuing and Professional Studies are required for non-native English speakers, and may be waived based on a waiver exam.</del>				

Rationale: Students take the GMAT/GRE to be admitted into a Zicklin graduate program. In addition, many of our International students take the TOEFL exam for admission. The current English Language Proficiency requirement involves a third exam that may result in non-credit bearing courses at an additional cost. The exam and courses are managed by CAPS using a data base and an operating system that are not compatible with CUNYfirst. The requirement has become difficult for staff to track, difficult for students to complete, and difficult to assess. As Baruch now provides a number of resources that students can and do take advantage of (such as Tools for Clear Speech, Conversation Partners, and The Writing Center), and as CAPS offers other ESL courses that our students can opt to complete, we are eliminating the English Language Proficiency requirement.

All: 4. The following revisions are proposed for the MS in Information Systems in the Zicklin School of Business

**Program:** MS in Information Systems

**HEGIS Code:** 0701.00

**Program Code:** 79233

**Effective:** Fall 2020

From: MS in Information Systems			To: MS in Information Systems		
Courses in Specialization ( <del>31.5 Credits</del> )			Courses in Specialization (31.5 - 33 Credits)		
Course	Description	Crs	Course	Description	Crs
<b>Required (13.5 credits)</b>			<b>Required (13.5 - 15 credits)</b>		
BUS 9551	Business Communication I	1.5	BUS 9551	Business Communication I	1.5
CIS 9000	Information Technology Strategy	3	CIS 9000	Information Technology Strategy	3
CIS 9340	Principles of Database Management Systems	3	CIS 9340	Principles of Database Management Systems	3
CIS 9490	Systems Analysis and Design	3	CIS 9490	Systems Analysis and Design	3
CIS 9590	Information Systems Development Project	3	CIS 9590	Information Systems Development Project	3
			<p><u>Students who intend to pursue a career in Accounting can substitute BUS 9557 (3 credits) for BUS 9551 (1.5 credits). This will increase the number of credits needed to complete the program by 1.5 credits for those students. Students cannot get credit for both BUS 9551 and BUS 9557.</u></p>		
<b>Electives (12-18 credits)</b>			<b>Electives (12-18 credits)</b>		
Choose 12-18 credits from the list below for the MS-IS degree. If you plan to specialize in one of the			Choose 12-18 credits from the list below for the MS-IS degree. If you plan to specialize in one of the concentrations, please		

concentrations, please ensure that you take the appropriate electives specific to those tracks.			ensure that you take the appropriate electives specific to those tracks.		
BUS 9801, 9802, 9803	Graduate Internship I, II, III (in IS)	3	BUS 9801, 9802, 9803	Graduate Internship I, II, III (in IS)	3
CIS 9230	Globalization and Technology	3	CIS 9230	Globalization and Technology	3
CIS 9240	Sustainability and IT	3	CIS 9240	Sustainability and IT	3
CIS 9310	Object-Oriented Programming I	3	CIS 9310	Object-Oriented Programming I	3
CIS 9350	Networks and Telecommunications	3	CIS 9350	Networks and Telecommunications	3
CIS 9355	Cybersecurity	3	CIS 9355	Cybersecurity	3
CIS 9375	Social Technology and Business	3	CIS 9375	Social Technology and Business	3
CIS 9410	Object-Oriented Programming II	3	CIS 9410	Object-Oriented Programming II	3
CIS 9440	Data Warehousing and Analytics	3	CIS 9440	Data Warehousing and Analytics	3
CIS 9444	e-Business Principles and Technologies	3	CIS 9444	e-Business Principles and Technologies	3
CIS 9445	Digital Media Management	3	CIS 9445	Digital Media Management	3
CIS 9467	Business Modeling with Spreadsheets	3	CIS 9467	Business Modeling with Spreadsheets	3
CIS 9480	IT Project Management	3	CIS 9480	IT Project Management	3
CIS 9555	Principles of FinTech	3	CIS 9555	Principles of FinTech	3
CIS 9556	Risk Management and Information Security	3	CIS 9556	Risk Management and Information Security	3
CIS 9557	Business Analytics	3	CIS 9557	Business Analytics	3



CIS 9558	Information Technology Audit	3	CIS 9558	Information Technology Audit	3
CIS 9650	Programming for Analytics	3	CIS 9650	Programming for Analytics	3
CIS 9655	Data Visualization	3	CIS 9655	Data Visualization	3
CIS 9660	Data Mining for Business Analytics	3	CIS 9660	Data Mining for Business Analytics	3
CIS/STA 9665	Applied Natural Language Processing	3	CIS/STA 9665	Applied Natural Language Processing	3
CIS 9700	Integrating Information Technology and Business Processes	3	CIS 9700	Integrating Information Technology and Business Processes	3
CIS/STA 9760	Big Data Technologies	3	CIS/STA 9760	Big Data Technologies	3
CIS 9791	Special Topics in Information Technologies	1.5	CIS 9791	Special Topics in Information Technologies	1.5
CIS 9793	Special Topics in Information Technologies	3	CIS 9793	Special Topics in Information Technologies	3
CIS 9795	Special Topics in Information Systems Strategy	1.5	CIS 9795	Special Topics in Information Systems Strategy	1.5
CIS 9797	Special Topics in Information Systems Strategy	3	CIS 9797	Special Topics in Information Systems Strategy	3
CIS 9xxx	Blockchain Technologies and Applications	3	CIS 9xxx	Blockchain Technologies and Applications	3
<b>Business Electives (0-6 credits):</b>			<b>Business Electives (0-6 credits):</b>		
<del>(Choose 0-6 credits from the list below)</del>					

OPR 9721	Introduction to Quantitative Modeling	3	OPR 9721	Introduction to Quantitative Modeling	3
STA 9708	Applied Statistical Analysis for Business Decisions	3	STA 9708	Applied Statistical Analysis for Business Decisions	3
ACC 9110	Financial Accounting	3	ACC 9110	Financial Accounting	3
ACC 9806	Financial Statement Analysis and Reporting	3	ACC 9806	Financial Statement Analysis and Reporting	3
TAX 9861	Federal Income Taxation: Theory and Practice	3	TAX 9861	Federal Income Taxation: Theory and Practice	3
ACC 9993	Special Topics in Accounting	3	ACC 9993	Special Topics in Accounting	3
FIN 9770	Corporate Finance	3	FIN 9770	Corporate Finance	3
MGT 9700	Managing Business Operations	3	MGT 9700	Managing Business Operations	3
<b>Concentration in Data Analytics:</b>			<b>Concentration in Data Analytics:</b>		
Students will take all required courses ( <del>13.5 credits</del> ) and will take at least 9 credits from the following list of electives. To complete the remaining 6 – 9 elective credits, students will select from the information systems and business electives listed above.			Students will take all required courses and will take at least 9 credits from the following list of electives. To complete the remaining 6 – 9 elective credits, students will select from the information systems and business electives listed above.		
CIS 9660	Data Mining for Business Analytics	3	CIS 9660	Data Mining for Business Analytics	3
CIS 9650	Programming for Analytics	3	CIS 9650	Programming for Analytics	3

CIS 9440	Data Warehousing and Analytics	3	CIS 9440	Data Warehousing and Analytics	3
CIS 9655	Data Visualization	3	CIS 9655	Data Visualization	3
CIS/STA 9665	Applied Natural Language Processing	3	CIS/STA 9665	Applied Natural Language Processing	3
CIS/STA 9760	Big Data Technologies	3	CIS/STA 9760	Big Data Technologies	3
<b>Concentration in Cybersecurity and Information Assurance:</b>			<b>Concentration in Cybersecurity and Information Assurance:</b>		
Students will take all required courses and will take the two required courses for the concentration (6 credits) and one of the electives (3 credits) from the list below. To complete the remaining elective credits, students will select from the information systems and business electives listed above.			Students will take all required courses and will take the two required courses for the concentration (6 credits) and one of the electives (3 credits) from the list below. To complete the remaining elective credits, students will select from the information systems and business electives listed above.		
<b>Required Courses for the Concentration</b>			<b>Required Courses for the Concentration</b>		
CIS 9350	Networks and Telecommunications	3	CIS 9350	Networks and Telecommunications	3
CIS 9355	Cybersecurity	3	CIS 9355	Cybersecurity	3
<b>Concentration Electives (take at least one course)</b>			<b>Concentration Electives (take at least one course)</b>		
CIS 9558 (or) CIS 9556	IT Audit  Risk Management and Information Security	3  3	CIS 9558 (or) CIS 9556	IT Audit  Risk Management and Information Security	3  3

**Rationale:**

Students in Accounting are afforded a chance to substitute BUS 9551 with BUS 9557 which is a communications intensive course with a similar intent (used for the MS program in Accounting) but focuses more on the accounting domain and includes a socialization component that the Accounting department believes helps students with an accounting background.

## Section AV: Changes in Existing Courses

### AV:1 Changes in title and description to be offered in the Aaronson Department of Marketing and International Business.

<b>CUNYFirst Course ID</b>			
<b>FROM</b>	Strategic Management of the Global Company	<b>TO</b>	N/C
<b>Departments</b>	Aaronson Dept of Marketing and International Business	<b>Departments</b>	N/C
<b>Course</b>	IBS9769	<b>Course</b>	N/C
<b>Pre or corequisite</b>	PreReq: IBS 9600.	<b>Pre or corequisite</b>	<u>None</u>
<b>Hours</b>	3	<b>Hours</b>	N/C
<b>Credits</b>	3	<b>Credits</b>	N/C
<b>Description</b>	<del>Companies are increasingly expanding their horizons from local to global markets and resources, and the playing field in a growing number of industries is becoming global. The purpose of this course is to introduce students to the challenges and opportunities that these changes open up and to help them develop the mindset that is needed to create value via global activity. A series of case studies, supplemented by some selected readings, provides students with diagnostic tools to analyze the competitive (dis)advantages of global companies and their variations in different countries and competitive settings, and operational frameworks to analyze major strategic decisions in a global context, beginning with the decision to invest overseas, means to</del>	<b>Description</b>	<u>This course prepares students to assume a decision-making position in a company that operates on a global level or aspires to do so (and which companies do not do so these days – in one way or another). Students will put themselves in the shoes of a global manager and learn to function in this position. Exercises and guided learning will enable students to develop the global mindset needed to recognize opportunities across countries and cultures and capitalize on them, while building on their own background and personal and professional experience. Students will also acquire tools and organizing</u>

	<p>identify opportunities in the global market, and ways to take advantage of them. Through these discussions students will learn the language of global business strategy and develop their ability to deal with cultural issues in international business.</p>		<p>frameworks that assist global managers in making the decisions that global activity requires. They will learn about the range of career paths available in the global labor market and the skills needed to pursue them. If you seek a career in a global company or a company that aspires to become global this course is right for you.</p>
<b>Requirement Designation</b>		<b>Requirement Designation</b>	
<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>	<p>____ Major</p> <p>____ Gen Ed Required</p> <p>____ English Composition</p> <p>____ Mathematics</p> <p>____ Science</p> <p>____ Gen Ed Flexible</p> <p>____ World Cultures</p>	<b>Course Applicability</b>	<p>____ Major</p> <p>____ Gen Ed Required</p> <p>____ English Composition</p> <p>____ Mathematics</p> <p>____ Science</p> <p>____ Gen Ed Flexible</p> <p>____ World Cultures</p>

	____ US Experience in its Diversity ____ Creative Expression ____ Individual and Society ____ Scientific World ____ Gen Ed – College Option College Option Detail		____ US Experience in its Diversity ____ Creative Expression ____ Individual and Society ____ Scientific World
<b>Effective Term</b>	Fall 2020		

**Rationale:** Old positioning comes across as too close to IBS9600 - the introductory IB course (this is the feedback we have received from students). It is too generic and insufficiently informative of the contents of the course. It has become increasingly removed from the actual contents of the course. The new description remedies these problems.

## **Section AVII: International Program Agreements**

### **AVII:1. International Student Exchange Agreement with the INDIAN INSTITUTE OF MANAGEMENT-CALCUTTA**

#### **INTERNATIONAL STUDENT EXCHANGE AUTHORIZATION**

Baruch College of The City University of New York requests that the Chancellor of the City University of New York authorize its President to execute an international student exchange agreement on behalf of Baruch College with Indian Institute of Management Calcutta, located in Kolkota, West Bengal, India. Neither party to this agreement is obligated to pay any monetary consideration to the other party. The agreement is for an initial three-year period beginning August 1, 2020 and shall include one two-year options for the College to renew in its best interest. The agreement shall be subject to approval as to form by the University Office of General Counsel.

#### **EXPLANATION:**

This agreement will enable students enrolled in Baruch College's Indian Institute of Management Calcutta student exchange program to study at the Indian Institute of Management Calcutta and students from the Indian Institute of Management Calcutta to study at Baruch College. The equivalent of four (4) full-time semester-student equivalents per institution per academic year are expected to participate.



## PART A: ACADEMIC MATTERS

The following recommendation of the Committee on Undergraduate Curriculum was approved at the Mildred and George Weissman School of Arts and Sciences Faculty Meeting on September 26, 2019 effective the Fall 2020 semester, pending approval of the Board of Trustees.

### Section AV. Changes in Existing Courses

#### AV.1.1 Change in Course Title to be offered by the Journalism and the Writing Professions Department

CUNYfirst Course ID	092349 (JRN 3220) and 136370 (JRN 3220H)		
FROM		TO	
Departments	Journalism and the Writing Professions	Departments	n/c
Course	JRN 3220 Media Ethics	Course	JRN 3220 Media Ethics <u>and Law</u>
Prerequisite	ENG 2150 or department permission. A base curriculum course in philosophy is recommended	Prerequisite	n/c
Hours	3	Hours	n/c
Credits	3	Credits	n/c
Description	What are the legal and ethical rights and responsibilities of journalists, the news media, and anyone who publishes on social media? From privacy, to censorship, to defamation, to fake news and fabrication, to conflicts of interest, students will research, critically analyze and discuss legal and ethical issues of concern to journalists, the news media, news audience and social media publishers. Among the topics covered: censorship, confidential sources, conflicts of interest, copyright infringement, defamation, fabrication, First Amendment protections, news	Description	n/c

	gathering liability, plagiarism, privacy, sensationalism, undercover reporting and the watchdog role of the press. Coursework includes online research, close reading of court cases and news articles, and multiple writing assignments. Students will be evaluated on the basis of exams, written assignments and, in some cases, presentations to the class.		
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	Fall 2020

Rationale: When the Department of Journalism and the Writing Professions submitted a course description change for the June 2019 Academic University Report, their intention was also to change the course title. Unfortunately, the title change was inadvertently omitted from curriculum change form that was approved at the campus level. The complete course title should be Media Ethics and Law.

The following recommendation of the Graduate Affairs Committee was approved at the Mildred and George Weissman School of Arts and Sciences Faculty Meeting on September 26, 2019 effective the Fall 2020 semester, pending approval of the Board of Trustees.

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

Department(s)	Fine and Performing Arts
Career	<input type="checkbox"/> Undergraduate <input checked="" type="checkbox"/> Graduate
Academic Level	<input checked="" type="checkbox"/> Regular <input type="checkbox"/> Compensatory <input type="checkbox"/> Developmental <input type="checkbox"/> Remedial
Subject Area	Fine and Performing Arts
Course Prefix	FPA
Course Number	9160
Course Title	Audience Development and Member Services
Catalogue Description	This course concentrates on the necessity of building and servicing audiences, including how to monetize the outcomes of outreach. Topics include examination of audience trends and purchasing patterns, retaining core audiences while expanding audience reach, member service models, and structuring an effective member service program, outreach methods, and obstacles.
Prerequisites	none
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 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"/> Individual and Society

	__ Scientific World
Effective Term	Fall 2020

Rationale: After a successful offering of this course as a Special Topics course, this action will make Audience Development a regular offering within the MA in Arts Administration curriculum. The language and practice of Audience Development and Engagement has become more essential to the arts administration field and translates across all disciplines (performance, visual, conservation, etc.). By providing our students with this course, we are better positioning them (and our program) as forward thinking and well-rounded arts administrators. FPA 9160 will be offered once per year with a projected enrollment of 20 students. It will serve as an elective for the MA in Arts Administration (NYSED 37041).

## **CHANCELLOR'S UNIVERSITY REPORT ERRATA November 2017**

Part A: Academic Matters

Baruch College

November 2017 CUR, AV:1.1 Change in Course Hours, Credits, and Description to be offered by the Political Science Department

From:

This course provides an opportunity to study aspects of Political Science not covered in other Political Science courses. Class topics will vary from semester to semester on the basis of instructor expertise. Students may enroll in this course multiple times if the topic is different, and the course can count multiple times toward fulfilling Political Science major and minor requirements. The course will not count toward fulfilling any of the particular subfield requirements of the major, unless explicitly approved by the chair as counting towards a specific subfield.

~~Credit for this course will be variable—1 credit, 2 credits, or 3 credits.~~

To:

This course provides an opportunity to study aspects of Political Science not covered in other Political Science courses. Class topics will vary from semester to semester on the basis of instructor expertise. Students may enroll in this course multiple times if the topic is different, and the course can count multiple times toward fulfilling Political Science major and minor requirements. The course will not count toward fulfilling any of the particular subfield requirements of the major, unless explicitly approved by the chair as counting towards a specific subfield.

Rationale: When the POL 3999 changes were submitted, a sentence was added to the course description clarifying that the students would be able to take it for 1, 2, or 3 credits. This sentence was added in error, and has caused some confusion among students who believed they could elect to enroll in the scheduled 3-credit section for fewer credits.

## **CHANCELLOR'S UNIVERSITY REPORT ERRATA December 2018**

Part A: Academic Matters

Baruch College

December 2018 CUR, Section AIV: New Courses; Chancellor's Report Item AIV: 2.2

Change of course number from Financial Planning for Individuals TAX 9871 to:

Financial Planning for Individuals TAX 9890

**Section AllI: Changes in Degree Program**

**AllI: 1. The following revisions are proposed for the MS in Business Analytics in the Zicklin School of Business**

**Program:** MS in Business Analytics

**HEGIS Code:** 5099.00

**Program Code:** 39963

**Effective:** Fall 2020

From: MS in Business Analytics			To: MS in Business Analytics		
Courses in Specialization (33-34 Credits)			Courses in Specialization (33-34 Credits)		
Required (21 credits)			Required (21 credits)		
Course	Description	Crs	Course	Description	Crs
BUS 9420	Communications and Ethics for Business Analytics	3	BUS 9420 <sup>§</sup>	Communications and Ethics for Business Analytics	3
STA 9661	Applied Statistics for Business Analytics	3	STA 9661	Applied Statistics for Business Analytics	3
CIS 9340	Principles of Database Management Systems	3	CIS 9340	Principles of Database Management Systems	3
CIS 9650	Programming for Business Analytics	3	CIS 9650	Programming for Business Analytics	3
CIS 9660	Data Mining for Business Analytics	3	CIS 9660	Data Mining for Business Analytics	3
MGT 9500 (OR) OPR 9721	Management Science (OR) Intro to Quantitative Modeling	3	MGT 9500 (OR) OPR 9721	Management Science (OR) Intro to Quantitative Modeling	3
BUS 9430*	Business Analytics Project Lifecycle Management	3	BUS 9430*	Business Analytics Project Lifecycle Management	3

<p>Students who intend to pursue a career in Accounting can substitute BUS 9557 for BUS 9420 with the permission of academic advisor. * Required capstone course</p>			<p>Students who intend to pursue a career in Accounting can substitute BUS 9557 for BUS 9420 with the permission of academic advisor. <u>Students cannot get credit for both BUS 9420 and BUS 9557.</u> * Required capstone course</p>		
<p><b>Concentration in Data Analytics</b></p>			<p><b><u>Concentration in Data Analytics (12 Credits: 6 Credits in Required Courses below, 6-7 Credits in Free Electives)</u></b></p>		
<p>Take the two required courses (6 credits) below and 6 credits from the list of electives to get the Data Analytics concentration.</p>			<p><b><u>Required Courses for Data Analytics concentration</u></b></p>		
CIS/STA 9760	Big Data Technologies	3	CIS/STA 9760	Big Data Technologies	3
CIS 9655	Data Visualization	3	CIS 9655	Data Visualization	3
<p><b>Concentration in Marketing Analytics</b></p>			<p><b><u>Concentration in Marketing Analytics (12 Credits: 6 Credits in Required Courses below, 6-7 Credits in Free Electives)</u></b></p>		
<p>Take the two required courses (6 credits) below and 6 credits from the list of electives to get the Marketing Analytics concentration.</p>			<p><b><u>Required Courses for Marketing Analytics concentration</u></b></p>		
MKT 9737	Marketing Analytics	3	MKT 9737	Marketing Analytics	3
MKT 9738	Web Analytics and Intelligence	3	MKT 9738	Web Analytics and Intelligence	3
<p><b>Concentration in Accounting Analytics (13 Credits: 7 Credits in Required Courses below, 6 Credits in Free Electives)</b></p>			<p><b><u>Required Courses for Accounting Analytics concentration</u></b></p>		
			ACC 9886**	Data Analytics in Accounting	<u>4</u>
			ACC 9806** (OR)	Financial Statement Analysis and Reporting	<u>3</u>

			<u>ACC 9993**</u>	<u>(OR)</u> <u>Special Topics in Accounting</u>	<u>3</u>
<b>Free Electives (6-7 Credits)</b>			<b>Free Electives</b>		
CIS 9440	Data Warehousing and Analytics	3	CIS 9440	Data Warehousing and Analytics	3
CIS 9655	Data Visualization	3	CIS 9655	Data Visualization	3
CIS 9310	Object-Oriented Programming I	3	CIS 9310	Object-Oriented Programming I	3
CIS/STA 9760	Big Data Technologies	3	CIS/STA 9760	Big Data Technologies	3
CIS/STA 9665	Applied Natural Language Processing	3	CIS/STA 9665	Applied Natural Language Processing	3
STA 9797**	Advanced Data Analysis	3	STA 9797**	Advanced Data Analysis	3
STA 9890**	Statistical Learning for Data Mining	3	STA 9890**	Statistical Learning for Data Mining	3
STA 9891**	Machine Learning for Data Mining	3	STA 9891**	Machine Learning for Data Mining	3
STA 9701**	Time Series: Forecasting and Statistical Modeling	3	STA 9701**	Time Series: Forecasting and Statistical Modeling	3
OPR 9730**	Simulation Modeling and Analysis	3	OPR 9730**	Simulation Modeling and Analysis	3
MKT 9780	Digital Marketing	3	MKT 9780	Digital Marketing	3
MKT 9782	Search Engine Marketing	1.5	MKT 9782	Search Engine Marketing	1.5
MKT 9783	Social Media Marketing	1.5	MKT 9783	Social Media Marketing	1.5
MKT 9785	Digital Marketing Strategy	3	MKT 9785	Digital Marketing Strategy	3
MKT 9737	Marketing Analytics	3	MKT 9737	Marketing Analytics	3
MKT 9738	Web Analytics and Intelligence	3	MKT 9738	Web Analytics and Intelligence	3
MKT 9740	Data-driven marketing strategy	3	MKT 9740	Data-driven marketing strategy	3
MKT 9741	Marketing Analytics with Big Data	3	MKT 9741	Marketing Analytics with Big Data	3
STA 9713**	Financial Statistics	3	STA 9713**	Financial Statistics	3



ECO 9723**	Econometrics - Theory and Applications I	3	ECO 9723**	Econometrics - Theory and Applications I	3
FIN 9770**	Corporate Finance	3	FIN 9770**	Corporate Finance	3
ACC 9806**	Financial Statement Analysis and Reporting	3	ACC 9806**	Financial Statement Analysis and Reporting	3
ACC 9886**	Data Analytics in Accounting	4	ACC 9886**	Data Analytics in Accounting	4
TAX 9861**	Federal Income Taxation: Theory and Practice	3	TAX 9861**	Federal Income Taxation: Theory and Practice	3
** Electives have additional pre-requisites but may be of interest to students with the necessary background. Students may substitute elective courses with ACC/TAX/LAW designation with other <u>advanced</u> accounting or tax courses based on their background.			** Electives have additional pre-requisites but may be of interest to students with the necessary background. Students may substitute elective courses with ACC/TAX/LAW designation with other <u>advanced</u> accounting or tax courses based on their background.		

**Rationale:**

Accounting Analytics is added as an additional concentration to this track explicitly. Students in Accounting Analytics Concentration should take ACC 9886 as well as one of ACC 9806/ACC 9993. The addition of this concentration benefits students with an accounting background as they will be now able to apply the concepts they learn in the core courses in the accounting domain.