

Baruch College

Academic University Report Detail

March 2023

PART A: ACADEMIC MATTERS

The following recommendations of the committee on Graduate Curriculum were approved at the Zicklin School of Business Faculty Meeting on December 8, 2022 effective the Spring 2024 semester pending approval of the Board of Trustees.

Section AIV. New Courses

AIV.1.1

Department(s)	Blac Loomba Department of Management
Career	<input type="checkbox"/> Undergraduate <input checked="" type="checkbox"/> Graduate
Academic Level	<input checked="" type="checkbox"/> Regular <input type="checkbox"/> Compensatory <input type="checkbox"/> Developmental <input type="checkbox"/> Remedial
Subject Area	
Course Prefix	BUS
Course Number	9701
Course Title	Sustainability and ESG
Catalogue Description	The demands on business to address societal grand challenges are growing, and managers need to understand and manage these challenges. This course first provides a brief history of business' transition from shareholder primacy to today's stakeholder-based view of the firm. Second, the course includes an in-depth discussion of business ethics. Third, the course covers the important topics of environmental sustainability and climate change. Finally, the course provides an overview of how business activities affect and are affected by environmental, social, and governance (ESG) factors. Learners will also examine different ESG metrics to assess business and societal risks and opportunities.
Prerequisites	Not open to students who completed MGT 9200.
Credits	3
Contact Hours	3
Liberal Arts	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Course Attribute (e.g. Writing Intensive, Honors, etc.)	
Course Applicability	<input type="checkbox"/> 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 <input type="checkbox"/> College Option Detail _ <input type="checkbox"/> Science <input type="checkbox"/> Creative Expression <input type="checkbox"/> <input type="checkbox"/> Individual and Society <input type="checkbox"/> <input type="checkbox"/> Scientific World
Effective Term	Spring 2024

Rationale: This 3-credit course incorporates and supplements the content of 1.5 credit MGT 9200 Business and Society Relationships with additional emphasis on Environmental, Social, and Governance factors and the role of business in addressing grand challenges, such as climate change. This more robust and comprehensive course expands on the topics covered in MGT 9200 and also addresses ESG metrics to assess business and societal risks and opportunities.

Approved by the Loomba Department of Management Curriculum Committee, 10/20/2022.

AIV.1.2

Department(s)	Bert W. Wasserman Department of Economics and Finance
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	Economics
Course Prefix	ECO
Course Number	9732
Course Title	Firms and Markets
Catalogue Description	This course provides students with key analytical tools that are essential to managerial and decision making at the corporate level. We begin with an overview of decision making by consumers and firms and how they interact in competitive markets, identifying the conditions under which markets function efficiently. We then analyze situations in which markets do not work efficiently. In turn, this highlights the role and importance of strategic behavior on the part of competitive firms. Through an analysis of optimal firm decisions involving pricing, entry, and exit, among others, students will acquire a deep understanding of the main concepts that drive consumers' and firms' decisions and how to use those concepts to analyze specific problems. The course will end with an analysis of firms' strategies in global markets, understanding how price variations and cost variations across countries affect production decisions.
Prerequisites	Open to MBA students only. Not open to students who took ECO9730.
Credits	3
Contact Hours	3
Liberal Arts	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Course Attribute (e.g. Writing Intensive, Honors, etc.)	
Course Applicability	<input type="checkbox"/> 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"/> <input type="checkbox"/> Science <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World
Effective Term	Spring 2024

Rationale: This 3-credit MBA course incorporates and supplements the content of 1.5 credit ECO 9730 Firms in the Global Economy with expanded attention to topics such as how firms interact with markets, how markets conditions (competition, consumers' demand, etc.) influence firms' decisions and, conversely, how firms' decisions can impact the market.

Date of Department Approval: Oct. 20, 2022.

The following recommendation of the committee on Graduate Curriculum were approved at the Zicklin School of Business Faculty Meeting on October 13, 2022 effective the Fall 2023 semester pending approval of the Board of Trustees.

Section AV. Changes in Existing Courses

AV.1.1 Change in course description to be offered in the Stan Ross Department of Accountancy

CUNYfirst Course ID	147619		
FROM		TO	
Department	Stan Ross Department of Accountancy	Department	N/C
Course	ACC 9886: Data Analytics in Accounting	Course	N/C
Prerequisite	ACC 9110 or ACC 9112	Prerequisite	N/C
Hours	4	Hours	N/C
Credits	4	Credits	N/C
Description	<p>This course is a broad introduction to applying data analytics to solve problems in accounting and other business areas. During the course, you will receive hands-on experience with applying data science techniques through a series of in-class labs and an open-ended final project. Tools we will use include software such as Excel, Access, SQL, Tableau, XBRL, MindBridge Ai, Weka, and Python. Topics covered include data preparation and cleaning, statistical modeling, data visualization, audit data analytics, managerial performance analytics, financial statement analytics, tax analytics, and text mining. Prior experience with these tools is not required.</p> <p>While we will use many tools in this course, the focus is on concepts, not statistical math or programming.</p>	Description	<p><u>This course is an introduction to applying data analytics to solve real- world problems in accounting and other business areas. During this course, you will receive hands-on experience applying data science tools and concepts used in accounting through a series of lab assignments, cases, and projects.</u></p> <p><u>Topics covered include data preparation and cleaning, statistical modeling, data visualization, audit data analytics, managerial performance analytics, financial statement analytics, and emerging technologies in accounting.</u></p>
Requirement Designation		Requirement Designation	
Liberal Arts	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Liberal Arts	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Course Attribute (e.g. Writing Intensive, 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	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		<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	Fall 2023

Rationale: The current course description is too restrictive (because it lists specific software and analysis tools). The course description has been shortened, and specific software and analysis tools have been removed to allow greater flexibility to introduce new tools as they become relevant to practice.

The change was approved by the curriculum committee of the Stan Ross Department of Accountancy on September 28, 2022.

The following recommendations of the committee on Graduate Curriculum were approved at the Zicklin School of Business Faculty Meeting on December 8, 2022 effective the Fall 2023 semester pending approval of the Board of Trustees.

AV.1.2 Changes in title and description to be offered in the Aaronson Department of Marketing and International Business

CUNYfirst Course ID	089990		
FROM		TO	
Department	Aaronson Dept of Marketing and International Business	Department	N/C
Course	MKT 9703 Marketing Management	Course	MKT 9703 <u>Data-Driven Marketing Management</u>
Prerequisite	None	Prerequisite	N/C
Hours	3	Hours	N/C
Credits	3	Credits	N/C
Description	This introductory course covers all of the areas of marketing and describes how marketing delivers value to consumers and customers. We will examine many different topics and use a variety of approaches like lectures, a case study, a group project, articles, and class discussion.	Description	<u>Marketing is the managerial process by which a business develops a meaningful understanding of target customers and prospects to create and deliver offerings that provide value, to then capture a share of that value for itself. Using quantitative marketing cases and related exercises, students will develop analytical competence to make decisions in various contexts. Specifically, this module will introduce a wide variety of quantitative metrics and models to improve marketing decision making in such areas as sales forecasting, customer segmentation/targeting, product/brand positioning, price, and promotion.</u>
Requirement Designation		Requirement Designation	
Liberal Arts	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Liberal Arts	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Course Attribute (e.g. Writing Intensive, 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
		Effective	Fall 2023

Rationale: The field of marketing, i.e., the managerial process by which a business develops a meaningful understanding of target customers and prospects to create and deliver offerings that provide value, to then capture a share of that value for itself, has become much more data driven. This revised version of the course equips students with the tools and techniques needed to support greater facility in making data-based marketing decisions in such areas as sales forecasting, customer segmentation/targeting, product/brand positioning, price, and promotion.

Proposal passed by Aaronson Department of Marketing and International Business on November 07, 2022.

ACADEMIC UNIVERSITY REPORT DETAIL ERRATA
November 2020, CUR, Section AIV: New Course AV.2

PART A: ACADEMIC MATTERS

BARUCH COLLEGE, STAN ROSS DEPARTMENT OF ACCOUNTANCY MS TAXATION

CAREER: Graduate ACADEMIC LEVEL: Regular COURSE PREFIX: TAX COURSE NUMBER: 9892
COURSE CREDITS: 3

The following revisions are proposed for the Master of Science in Taxation (MS) program in the Zicklin School of Business.

Correction of course description for Selected Topic in Financial Planning TAX 9892. The course number that was referenced in the original description is incorrect (reference errata for TAX 9890 on November 2019 Chancellor's Report).

From:

The goal of this course is to expose students to selected financial planning topics not covered in TAX 9871, and to enable students to develop a financial plan applying those topics to the basic four core personal financial planning areas:

(i) tax planning as it relates to personal financial planning, (ii) risk management, (iii) investments, (iv) financial independence. This course will also explore the general principals of personal financial planning: (i) statement of financial position, (ii) spending plans, (iii) personal financial ratios. This course will focus on two disciplines: (i) technical skills, (ii) subject matters associated with implementing a financial plan based on information contained in a tax return or tax planning strategy.

To:

The goal of this course is to expose students to selected financial planning topics not covered in TAX 9890, and to enable students to develop a financial plan applying those topics to the basic four core personal financial planning areas:

(i) tax planning as it relates to personal financial planning, (ii) risk management, (iii) investments, (iv) financial independence. This course will also explore the general components of personal financial planning: (i) statement of financial position, (ii) spending plans, (iii) personal financial ratios. This course will focus on two disciplines: (i) technical skills, (ii) subject matters associated with implementing a financial plan based on information contained in a tax return or tax planning strategy.