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Program

BAR01 - Edit Program - INTAFR-MIA - Academic Program Action - Change

Action Detail

Institution

Baruch College

MHC Field of Study Code

-

Action

Changes to the Curriculum

Degree Designation

MIA - Master of International Affairs

Summary

Adding a third required course will provide students in the concentrations with an even deeper grounding in their concentration. Reducing the number of approved electives one will preserve one “free elective” and student flexibility. Focusing and updating the list of approved electives will provide students with an even deeper grounding in their concentration.

NYSED Form

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Distance Education Application

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Attachments

[Marxe March 2025 AURD action - MIA program changes.pdf](#)

Program Details

Official Name of Program

International Affairs

CIP Code

45.0901

HEGIS Code

2210.00

Field of Study (IRP)

37904

Baruch College
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 December 12, 2024. They will be effective for the Fall 2025 semester, pending approval of the Board of Trustees.

All: Changes in Degree Programs

All.1.2 The following changes are proposed for the Master of International Affairs program in the Marxe School of Public and International Affairs.

Program Code: 37904

HEGIS Code: 2210.00

Effective: Fall 2025

From			To		
Course	Description	Crs	Course	Description	Crs
Requirements of the Master of International Affairs- MIA degree with a Concentration in Global Security; International Non-Governmental Organizations (INGO); Trade Policy and Global Economic Governance (TPGEG); Western Hemisphere Affairs (WHA); and Special Concentration			Requirements of the Master of International Affairs- MIA degree with a Concentration in Global Security; International Non-Governmental Organizations (INGO); Trade Policy and Global Economic Governance (TPGEG); Western Hemisphere Affairs (WHA); and Special Concentration		
Required Courses (24-27 credits)			Required Courses (24-27 credits)		
PAF 9140	Budgeting and Financial Analysis I	3	PAF 9140	Budgeting and Financial Analysis I	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 9270	Data Collection and Description	3

PAF 9270	Data Collection and Description	3	PAF 9271	Data Analysis for Public Service	3
PAF 9271	Data Analysis for Public Service	3	OR	OR	
OR	OR		PAF 9272	Causal Analysis and Inference	
PAF 9272	Causal Analysis and Inference		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	<i>Global Security Concentration Required Courses (9 credits)</i>		
<i>Global Security Concentration Required Courses (6 credits)</i>			PAF 9436	International Security and the Liberal World Order	3
PAF 9436	International Security and the Liberal World Order	3	PAF 9434	Political Violence	3
PAF 9434	Political Violence	3	PAF 9437	US Foreign Policy and National Security Structure.	3
OR	OR		<i>Global Security Concentration Elective Courses (9 credits)</i>		
PAF 9437	US Foreign Policy and National Security Structure		<i>6 credits from list below plus 3 credits either from list below or from another graduate program with advisor approval</i>		
<i>Global Security Concentration Elective Courses (12 credits)</i>			PAF 9104	Media, Politics and Public Culture	3
<i>9 credits from list below plus 3 credits either from list below or from another graduate program with advisor approval</i>			PAF 9155	Governing without Government	3
PAF 9104	Media, Politics and Public Culture	3	PAF 9156	Emergency Preparation, Response, and Recovery	3
PAF 9155	Governing without Government	3	PAF 9185	Environmental Policy	3
PAF 9156	Emergency Preparation, Response, and Recovery	3	PAF 9186	Map Making for Public Policy	3
PAF 9165	Race, Inequality, and Public Policy	3	<u>PAF 9187</u>	<u>Energy and Climate Policy</u>	<u>3</u>
PAF 9174	Program Evaluation	3	PAF 9199	Selected Topics in Public Affairs	3
PAF 9177	Advanced Quantitative Methods	3	PAF 9201	Mobilizing Digital Communication	3
PAF 9185	Environmental Policy	3	PAF 9410	Global Economic Governance: Pacts, Actors, and Regimes	3
PAF 9186	Map Making for Public Policy	3	PAF 9411	Comparative Urban Policy and Governance	3
PAF 9199	Selected Topics in Public Affairs	3	PAF 9416	Global Growth	3
			PAF 9417	Emerging Markets	3

PAF 9201	Mobilizing Digital Communication	3	PAF 9425	Western Hemisphere Affairs: Past, Present, and Future	3
PAF 9410	Global Economic Governance: Pacts, Actors, and Regimes	3	PAF 9426	Illicit Trade	3
PAF 9411	Comparative Urban Policy and Governance	3	PAF 9430	Diaspora, Migration, and Transnational Life in the Western Hemisphere and Beyond	3
PAF 9416	Global Growth	3	PAF 9431	The Policy Implications of Global Climate Change	3
PAF 9417	Emerging Markets	3	PAF 9433	Race, Ethnicity, and Nationalism	3
PAF 9425	Western Hemisphere Affairs: Past, Present, and Future	3	PAF 9435	Security in the Western Hemisphere: A Multi-Dimensional Approach	3
PAF 9426	Illicit Trade	3	<u>PAF 9438</u>	<u>New Technologies of War</u>	<u>3</u>
PAF 9430	Diaspora, Migration, and Transnational Life in the Western Hemisphere and Beyond	3	PAF 9440	Trade Policy	3
PAF 9431	The Policy Implications of Global Climate Change	3	PAF 9445	International Political Economy	3
PAF 9433	Race, Ethnicity, and Nationalism	3	PAF 9450	International Development	3
PAF 9434	Political Violence	3	PAF 9730	Comparative Health Systems	3
PAF 9435	Security in the Western Hemisphere: A Multi-Dimensional Approach	3	CIS 9230	Globalization and Technology	3
PAF 9437	US Foreign Policy and National Security Structure	3	<i>INGO Concentration Required Courses (9 credits)</i>		
PAF 9440	Trade Policy	3	PAF 9183	International Nonprofit Organizations	3
PAF 9445	International Political Economy	3	PAF 9151	Administration of the Nonprofit Sector	3
PAF 9450	International Development	3	<u>PAF 9450</u>	<u>International Development</u>	<u>3</u>
PAF 9730	Comparative Health Systems	3	<i>INGO Concentration Elective Courses (9 credits)</i>		
IBS 9764	Emerging Markets and the International Business Environment	3	<u>6</u> credits from list below plus 3 credits either from list below or from another graduate program with advisor approval		
IBS 9767	Global Firms, Cultures, and Governments	3	PAF 9120	Public and Nonprofit Management I	3
			PAF 9152	Fundraising and Grants Administration in Nonprofit and Voluntary Organizations	3
			PAF 9153	Budgeting and Finance for Nonprofits	3
			PAF 9155	Governing without Government	3

CIS 9230	Globalization and Technology	3	PAF 9156	Emergency Preparation, Response, and Recovery	3
LAW 9740	International Trade and Investment Law	3	PAF 9164	Social and Community Entrepreneurship	3
<i>INGO Concentration Required Courses (6 credits)</i>			PAF 9174	Program Evaluation	3
PAF 9183	International Nonprofit Organizations	3	PAF 9180	Policy Analysis	3
PAF 9151	Administration of the Nonprofit Sector	3	PAF 9185	Environmental Policy	3
OR	OR		PAF 9186	Map Making for Public Policy	3
PAF 9174	Program Evaluation		PAF 9187	Energy and Climate Policy	3
<i>INGO Concentration Elective Courses (12 credits)</i>			PAF 9199	Selected Topics in Public Affairs	3
9 credits from list below plus 3 credits either from list below or from another graduate program with advisor approval			PAF 9201	Mobilizing Digital Communication	3
PAF 9109	Government Contracting	3	PAF 9299	Selected Topics in Nonprofit Management	3
PAF 9120	Public and Nonprofit Management I	3	PAF 9411	Comparative Urban Policy and Governance	3
PAF 9150	Introduction to the Nonprofit Sector	3	PAF 9417	Emerging Markets	3
PAF 9151	Administration of the Nonprofit Sector and Voluntary Agencies	3	PAF 9425	Western Hemisphere Affairs: Past, Present, and Future	3
PAF 9152	Fundraising and Grants Administration in Nonprofit and Voluntary Organizations	3	PAF 9426	Illicit Trade	3
PAF 9153	Budgeting and Finance for Nonprofits	3	PAF 9430	Diaspora, Migration, and Transnational Life in the Western Hemisphere and Beyond	3
PAF 9155	Governing without Government	3	PAF 9431	The Policy Implications of Global Climate Change	3
PAF 9156	Emergency Preparation, Response, and Recovery	3	PAF 9433	Race, Ethnicity, and Nationalism	3
PAF 9157	Introduction to Philanthropy	3	PAF 9434	Political Violence	3
			PAF 9435	Security in the Western Hemisphere: A Multi-Dimensional Approach	3
			PAF 9436	International Security and the Liberal World Order	3
			PAF 9437	US Foreign Policy and National Security Structure	3

PAF 9165	Race, Inequality, and Public Policy	3	<u>PAF 9438</u>	<u>New Technologies of War</u>	<u>3</u>
PAF 9174	Program Evaluation	3	<u>PAF 9440</u>	<u>Trade Policy</u>	<u>3</u>
PAF 9177	Advanced Quantitative Methods	3	PAF 9699	Selected Topics in Public Policy	3
PAF 9180	Policy Analysis	3	PAF 9730	Comparative Health Systems	3
PAF 9182	Development Administration	3	PAF 9799	Selected Topics in Health Policy	3
PAF 9185	Environmental Policy	3	<i>TGEG Concentration Required Courses (9 credits)</i>		
PAF 9186	Map Making for Public Policy	3	PAF 9440	Trade Policy	3
PAF 9199	Selected Topics in Public Affairs	3	PAF 9450	International Development	3
PAF 9201	Mobilizing Digital Communication	3	<u>PAF 9417</u>	<u>Emerging Markets</u>	<u>3</u>
PAF 9299	Selected Topics in Nonprofit Management	3	<i>TPGEG Concentration Elective Courses (9 credits)</i>		
PAF 9410	Global Economic Governance: Pacts, Actors, and Regimes	3	<i>6 from the list below or 3 from another graduate program with advisor approval</i>		
PAF 9411	Comparative Urban Policy and Governance	3	PAF 9177	Advanced Quantitative Methods	3
PAF 9416	Global Growth	3	<u>PAF 9185</u>	<u>Environmental Policy</u>	<u>3</u>
PAF 9417	Emerging Markets	3	PAF 9186	Map Making for Public Policy	3
PAF 9425	Western Hemisphere Affairs: Past, Present, and Future	3	<u>PAF 9187</u>	<u>Energy and Climate Policy</u>	<u>3</u>
PAF 9426	Illicit Trade	3	PAF 9199	Selected Topics in Public Affairs	3
PAF 9430	Diaspora, Migration, and Transnational Life in the Western Hemisphere and Beyond	3	PAF 9410	Global Economic Governance: Pacts, Actors, and Regimes	3
PAF 9431	The Policy Implications of Global Climate Change	3	PAF 9416	Global Growth	3
PAF 9433	Race, Ethnicity, and Nationalism	3	PAF 9425	Western Hemisphere Affairs: Past, Present, and Future	3
PAF 9434	Political Violence	3	PAF 9426	Illicit Trade	3
			PAF 9430	Diaspora, Migration, and Transnational Life in the Western Hemisphere and Beyond	3
			PAF 9431	The Policy Implications of Global Climate Change	3
			PAF 9433	Race, Ethnicity, and Nationalism	3
			PAF 9434	Political Violence	3

PAF 9435	Security in the Western Hemisphere: A Multi-Dimensional Approach	3	PAF 9436	International Security and the Liberal World Order	3
PAF 9436	International Security and the Liberal World Order	3	PAF 9437	US Foreign Policy and National Security Structure	3
PAF 9437	US Foreign Policy and National Security Structure	3	PAF 9445	International Political Economy	3
PAF 9450	International Development	3	PAF 9455	International Regulatory Policy	3
PAF 9699	Selected Topics in Public Policy	3	IBS 9767	Global Firms, Cultures, and Governments	3
PAF 9730	Comparative Health Systems	3	CIS 9230	Globalization and Technology	3
PAF 9799	Selected Topics in Health Policy	3	<i>WHA Concentration Required Courses (9 credits)</i>		
IBS 9761	Emerging Markets and the International Business Environment	3	PAF 9425	Western Hemisphere Affairs: Past, Present, and Future	3
IBS 9767	Global Firms, Cultures, and Governments	3	PAF 9430	Diaspora, Migration, and Transnational Life	3
CIS 9230	Globalization and Technology	3	PAF 9435	Security in the Western Hemisphere	<u>3</u>
<i>TGEG Concentration Required Courses (6 credits)</i>			<i>WHA Concentration Elective Courses (9 credits)</i>		
PAF 9440	Trade Policy	3	<i>6 from list below, plus 3 credits either from list below or from another graduate program with advisor approval</i>		
PAF 9450	International Development	3	PAF 9180	Policy Analysis	3
<i>TPGEG Concentration Elective Courses (12 credits)</i>			PAF 9185	Environmental Policy	3
<i>9 from the list below or 3 from another graduate program with advisor approval</i>			PAF 9186	Map Making for Public Policy	3
PAF 9104	Media, Politics, and Public Culture	3	PAF 9187	<u>Energy and Climate Policy</u>	<u>3</u>
PAF 9119	Organization Theory	3	PAF 9199	Selected Topics in Public Affairs	3
PAF 9155	Governing without Government	3	PAF 9410	Global Economic Governance: Pacts, Actors, and Regimes	3
PAF 9165	Race, Inequality, and Public Policy	3	PAF 9411	Comparative Urban Policy and Governance	3
PAF 9174	Program Evaluation	3	PAF 9416	Global Growth	3
PAF 9177	Advanced Quantitative Methods	3	PAF 9417	Emerging Markets	3
			PAF 9426	Illicit Trade	3

PAF 9180	Policy Analysis	3	PAF 9431	The Policy Implications of Global Climate Change	3
PAF 9182	Development Administration	3	PAF 9433	Race, Ethnicity, and Nationalism	3
PAF 9186	Map Making for Public Policy	3	PAF 9434	Political Violence	3
PAF 9199	Selected Topics in Public Affairs	3	PAF 9436	International Security and the Liberal World Order	3
PAF 9204	Mobilizing Digital Communication	3	PAF 9437	US Foreign Policy and National Security Structure	3
PAF 9299	Selected Topics in Nonprofit Management	3	<u>PAF 9438</u>	<u>New Technologies of War</u>	<u>3</u>
PAF 9410	Global Economic Governance: Pacts, Actors, and Regimes	3	PAF 9440	Trade Policy	3
PAF 9414	Comparative Urban Policy and Governance	3	PAF 9445	International Political Economy	3
PAF 9416	Global Growth	3	PAF 9450	International Development	3
PAF 9425	Western Hemisphere Affairs: Past, Present, and Future	3	PAF 9730	Comparative Health Systems	3
PAF 9426	Illicit Trade	3	IBS 9767	Global Firms, Cultures, and Governments	3
PAF 9430	Diaspora, Migration, and Transnational	3	CIS 9230	Globalization and Technology	3
PAF 9431	The Policy Implications of Global Climate Change	3	LAW 9740	International Trade and Investment Law	3
PAF 9433	Race, Ethnicity, and Nationalism	3	<i>Special Concentration (18 credits)</i>		
PAF 9434	Political Violence	3	6 courses chosen with advisor's approval from the list of required courses or approved electives from the other specializations, the general Marxe catalog, or the Zicklin School of Business or Weissman School of Arts and Sciences graduate catalogs.		18
PAF 9436	International Security and the Liberal World Order	3			
PAF 9437	US Foreign Policy and National Security Structure	3			
PAF 9445	International Political Economy	3			
PAF 9455	International Regulatory Policy	3			
PAF 9699	Selected Topics in Public Policy	3			
PAF 9730	Comparative Health Systems	3			
PAF 9799	Selected Topics in Health Policy	3			

IBS 9761	Emerging Markets and the International Business Environment	3	* The internship is required of candidates who have less than 1-year relevant international work experience
IBS 9767	Global Firms, Cultures, and Governments	3	
CIS 9230	Globalization and Technology	3	
<i>WHA Concentration Required Courses (6 credits)</i>			
PAF 9425	Western Hemisphere Affairs: Past, Present, and Future	3	
PAF 9430	Diaspora, Migration, and Transnational Life	3	
OR	OR		
PAF 9435	Security in the Western Hemisphere: A Multi-Dimensional Approach		
<i>WHA Concentration Elective Courses (12 credits) 9 from list below, plus 3 credits either from list below or from another graduate program with advisor approval</i>			
PAF 9104	Media, Politics, and Public Culture	3	
PAF 9119	Organization Theory	3	
PAF 9155	Governing without Government	3	
PAF 9165	Race, Inequality, and Public Policy	3	
PAF 9174	Program Evaluation	3	
PAF 9177	Advanced Quantitative Methods	3	
PAF 9180	Policy Analysis	3	
PAF 9185	Environmental Policy	3	
PAF 9186	Map Making for Public Policy	3	
PAF 9199	Selected Topics in Public Affairs	3	
			Total credits required for the Masters of International Affairs program 42-45

PAF 9201	Mobilizing Digital Communication	3	
PAF 9299	Selected Topics in Nonprofit Management	3	
PAF 9410	Global Economic Governance: Pacts, Actors, and Regimes	3	
PAF 9411	Comparative Urban Policy and Governance	3	
PAF 9416	Global Growth	3	
PAF 9417	Emerging Markets	3	
PAF 9426	Illicit Trade	3	
PAF 9430	Diaspora, Migration, and Transnational Life in the Western Hemisphere and Beyond	3	
PAF 9431	The Policy Implications of Global Climate Change	3	
PAF 9433	Race, Ethnicity, and Nationalism	3	
PAF 9434	Political Violence	3	
PAF 9435	Security in the Western Hemisphere: A Multi-Dimensional Approach	3	
PAF 9436	International Security and the Liberal World Order	3	
PAF 9437	US Foreign Policy and National Security Structure	3	
PAF 9440	Trade Policy	3	
PAF 9445	International Political Economy	3	
PAF 9450	International Development	3	
PAF 9699	Selected Topics in Public Policy	3	
PAF 9730	Comparative Health Systems	3	
PAF 9799	Selected Topics in Health Policy	3	

IBS 9761	Emerging Markets and the International Business Environment	3	
IBS 9767	Global Firms, Cultures, and Governments	3	
CIS 9230	Globalization and Technology	3	
LAW 9740	International Trade and Investment Law	3	
MKT 9739	Global Advertising and Marketing Communication	3	
MKT 9764	Internet Marketing and Global Business	3	
<i>Special Concentration (18 credits)</i>			
	6 courses chosen with advisor's approval from the list of required courses or approved electives from the other specializations, the general Marxe catalog, or the Zicklin School of Business or Weissman School of Arts and Sciences graduate catalogs.	18	

<p>* The internship is required of candidates who have less than 1-year relevant international work experience.</p>	
<p>Total credits required for the Masters of International Affairs program</p>	<p>42-45</p>

Rationale: Adding a third required course will provide students in the concentrations with an even deeper grounding in their concentration. Reducing the number of approved electives one will preserve one “free elective” and student flexibility. Focusing and updating the list of approved electives will provide students with an even deeper grounding in their concentration.

BAR01 - Edit Program - PAF-BS - Academic Program Action - Change

Action Detail

Institution

Baruch College

MHC Field of Study Code

60024

Action

Changes to the Curriculum

Degree Designation

BS - Bachelor of Science

Summary

The changes ensure that the course prerequisites are reflected in program prerequisites.

NYSED Form

-

Distance Education Application

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Attachments

[Marxe March 2025 AURD action - BSPA program changes.pdf](#)

Program Details

Official Name of Program

Public Affairs

CIP Code

44.0401

HEGIS Code

2102.00

Field of Study (IRP)

20526

Baruch College
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 December 12, 2024. They will be effective for the Fall 2025 semester, pending approval of the Board of Trustees.

All: Changes in Degree Programs

All.1.1 The following changes are proposed for the Bachelor of Science in Public Affairs (BSPA) program in the Marxe School of Public and International Affairs.

Program Code: 20526
HEGIS Code: 2102.00
Effective: Fall 2025

From			To		
Course	Description	Crs	Course	Description	Crs
Requirements for the Bachelor of Science in Public Affairs (BSPA) program Prerequisites			Requirements for the Bachelor of Science in Public Affairs (BSPA) program Prerequisites		
Fulfill ALL of the following requirements:			Fulfill ALL of the following requirements:		
Complete ALL of the following Courses:			Complete ALL of the following Courses:		
ENG 2150	Writing II	3	ENG 2150	Writing II	3
Earn at least 3 credits from the following:			Earn at least 3 credits from the following:		
PAF 1250	Citizenship and Public Affairs	3	PAF 1250	Citizenship and Public Affairs	3
PAF 1250H	Honors - Citizenship & Public Affairs	3	PAF 1250H	Honors - Citizenship & Public Affairs	3

POL 1101	American Government: Practices and Values	3	POL 1101	American Government: Practices and Values	3
POL 1101H	Honors - American Government Practices	3	POL 1101H	Honors - American Government Practices	3
<p>* ENG 2150 is a prerequisite for most PAF courses; ENG 2150 is a prerequisite for PAF 3102; MTH 1023 or MTH 1030 is a prerequisite for PAF 3401, or placement in MTH 2003 or higher.</p>			<p>* • ENG 2150 is a prerequisite for most PAF courses. <u>• MTH 1023 or MTH 1030, or placement higher than 1030, is a prerequisite for PAF 3401 and PAF 3102.</u> <u>• Completion of MTH 2140 or 2160 or 2001 or 2003 or 2009 or 2206 or 2207 or 2600 or 2610 or BIO 2100 or PSY 2100 or STA 2000 is a prerequisite for PAF 3401 and PAF 3102.</u></p>		

Rationale: The changes ensure that the course prerequisites are reflected in program prerequisites.

BAR01 - Edit Program - ZKMKAL-MIN - Academic Program Action - Change

Action Detail

Institution

Baruch College

MHC Field of Study Code

-

Action

Changes to the Curriculum

Degree Designation

-

Summary

The proposed change to the Marketing Analytics Minor track adds MKT 4620 as an option for students to take as the changed course is well-suited to the Marketing analytics field. The other change is to the course title for MKT4630 which is now "AI in Marketing Analytics"

NYSED Form

-

Distance Education Application

-

Attachments

[Minor in Marketing Analytics .pdf](#)

Program Details

Official Name of Program

Marketing Analytics

CIP Code

52.1801

HEGIS Code

-

Field of Study (IRP)

-

Baruch College
Academic University Report Detail

The following recommendations of the committee on Undergraduate Curriculum were approved at the Zicklin School of Business Faculty Meeting on December 10, 2024, effective the Fall 2025 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 Minor in the Marketing Analytics for the Allen G. Aaronson Marketing and International Business Department

Program: Minor in Marketing Analytics

Effective: Fall 2025

From:			To:		
Course	Description	Crd	Course	Description	Crd
BBA in Marketing Management, Digital Marketing track			BBA in Marketing Management, Digital Marketing track		
Required Courses (3 Credits)		18	Required Courses		18
MKT 4561	Marketing Analytics	3	MKT 4561	Marketing Analytics	3
Elective Courses		Crd	Elective Courses		Crd
Choose two courses (6 credits) from the following		6	Choose two courses (6 credits) from the following:		6
MKT 4123	Marketing Web Analytics and Intelligence	3	MKT 4123	Marketing Web Analytics and Intelligence	3
MKT 4555	Internet Marketing	3	MKT 4555	Internet Marketing	3
MKT 4630	Marketing Analytics with Big Data	3	MKT 4630	AI in Marketing Analytics	3
MKT 4963*	Special Topics in Marketing Analytics	3	MKT 4963*	Special Topics in Marketing Analytics	3
CIS 3920/ STA 3920	Data Mining for Business Analytics	3	CIS 3920/ STA 3920	Data Mining for Business Analytics	3
MKT 4593*	Special Topics in Digital Marketing	3	MKT 4593*	Special Topics in Digital Marketing	3

			<u>MKT 4620</u>	<u>ML and AI for Text in Marketing</u>	<u>3</u>
*May be taken more than once if a different topic is dealt with. Topics are announced in the Schedule of Classes.					

Rationale: The proposed change to the Marketing Analytics Minor track adds MKT 4620 as an option for students to take as the changed course is well-suited to the Marketing analytics field. The other change is to the course title for MKT4630 which is now "AI in Marketing Analytics"

Course

BAR01 - Edit Course - CIS3920 - Course - Change Course Data

Course Description

Institution

Baruch College

Course Title

Applied Machine Learning for Business Analytics

Is this Course Required for a Major?

Yes

Is this course an experimental course?

No

Course Details

Catalog Description

This course provides students with an overview of machine learning techniques, focusing on practical applications in business analytics. Students begin with the basics of data exploration and data preparation. Using practical examples and hands-on learning, the students will then engage in model selection, training, assessment as well as validation to solve problems in a range of business domains. The course covers a range of techniques including linear regression, logistic regression, adaptive boosting, decision trees, random forests, K-Nearest neighbors, and support vector machines. The course also introduces students to the basics of contemporary model architectures (e.g., neural network and generative AI). The course equips students with both theoretical knowledge and practical skills essential for addressing real-world challenges in business analytics.

Catalog Data

Start Term

2025 Fall Term

OAA AUR, Baruch College, 2025 / March

Remedial
No

Developmental
No

Compensatory
No

Regular
Yes

Liberal Arts
No

Pathways
No

College Option
No

Requirement Designation
Regular Non-Liberal Arts

Course Attributes
-

Course Offerings

Cross Listed Courses
-

Subject Area
CIS

Catalog Number
3920

Course Typically Offered
Fall, Spring, Summer

Department(s)
Information Systems and Statistics

Pre-Requisites / Co-Requisites
Sta 3000 or CIS 2300 or MTH 3300

Credits

Credit Hours

Minimum
3

Max
3

Contact Hours

Value
3

Rationale

Please provide the rationale for new course or for any changes?

Data Mining was the preferred term when the course was created about ten years ago. However, recent developments in the field necessitate using the contemporary term “Machine Learning”. We add the pre-fix “Applied” to the course to emphasize the applied nature of the course, which deemphasizes the math behind the model and focuses more on the best models to use in common business cases as well as evaluation of the model. This component has not changed from prior iterations of the course. These changes will help communicate the content of this course to our students. This change is also consistent with the department’s desire to surface AI/ML content that we have been teaching for last several years and communicate it to our students.

Learning Goals and Outcome

-

Assessment

-

BAR01 - Edit Course - COOP2002 - Course - Change Course Data

Course Description

Institution

Baruch College

Course Title

Co-op Experience for Accounting Analytics Majors

Is this Course Required for a Major?

No

Is this course an experimental course?

No

Course Details

Catalog Description

Students will work full-time, totaling 35-40 hours a week for 4-6 months in a private/public sector job related to their degree program. Students will complete mid-point and end-of-term self-reflection assignments. The grade received in this course does not count toward the determination of the major GPA. Graded on a pass/fail basis.

Catalog Data

Start Term

2025 Fall Term

Remedial

No

Developmental

No

Compensatory

No

Regular

Yes

Liberal Arts

No

Pathways

No

College Option

No

Requirement Designation

Regular Non-Liberal Arts

OAA AUR, Baruch College, 2025 / March

Course Attributes

INTP - FORMALPAY (Formal Paid Internship), INTP - INDEPPAY (Independent Paid Internship), OERS
- OERS (ZERO Textbook Cost)

Course Offerings

Cross Listed Courses

-

Subject Area

COOP

Catalog Number

2002

Course Typically Offered

-

Department(s)

Accountancy

Pre-Requisites / Co-Requisites

ZICK, COOP 2001 and departmental permission

Credits

Credit Hours

Minimum

0

Max

0

Contact Hours

Value

0

Rationale

Please provide the rationale for new course or for any changes?

Adding the pre-requisite course COOP 2001: Professional Development For Business Co-Op.

Learning Goals and Outcome

-

Assessment

-

BAR01 - Edit Course - COOP2003 - Course - Change Course Data

Course Description

Institution

Baruch College

Course Title

Co-op Experience for Business Majors

Is this Course Required for a Major?

No

Is this course an experimental course?

No

Course Details

Catalog Description

Students will work full-time, totaling 35-40 hours a week for 4-6 months in the private/public sector job related to their degree program. Students will complete mid-point and end-of-term self-reflection assignments. The grade received in this course does not count toward the determination of the major GPA. Graded on a pass/fail basis.

Catalog Data

Start Term

2025 Fall Term

Remedial

No

Developmental

No

Compensatory

No

Regular

Yes

Liberal Arts

No

Pathways

No

College Option

No

Requirement Designation

Regular Non-Liberal Arts

OAA AUR, Baruch College, 2025 / March

Course Attributes

INTP - FORMALPAY (Formal Paid Internship), INTP - INDEPPAY (Independent Paid Internship), OERS - OERS (ZERO Textbook Cost)

Course Offerings

Cross Listed Courses

-

Subject Area

COOP

Catalog Number

2003

Course Typically Offered

All Terms

Department(s)

Zicklin School of Business

Pre-Requisites / Co-Requisites

ZICK, COOP 2001 and departmental permission

Credits

Credit Hours

Minimum

0

Max

0

Contact Hours

Value

0

Rationale

Please provide the rationale for new course or for any changes?

The proposed course name is clearer for students. COOP 2003 is open to all Zicklin majors. Accounting Analytics will keep its own co-op experience course, COOP 2002. Also, adding the pre-requisite course COOP 2001: Professional Development For Business Co-Op.

Learning Goals and Outcome

-

Assessment

-

BAR01 - Edit Course - MKT4620 - Course - Change Course Data

Course Description

Institution

Baruch College

Course Title

Text Analytics for Marketing

Is this Course Required for a Major?

Yes

Is this course an experimental course?

No

Course Details

Catalog Description

Many machine learning (ML) and AI applications focus on textual data. In the marketing, textual data and its models are used in online recommendation systems, Gen-AI, and the bulk of the social media analytics. This course focuses on the applied machine learning with textual data wherein the students will gain hands-on experience in analyzing text data (e.g., sentiment analysis, supervised and unsupervised machine learning, LLMs) and deriving actionable insights for marketing contexts. The students will use code-free data analysis software for machine learning models, and learn how to interpret and present the results.

Catalog Data

Start Term

2025 Fall Term

Remedial

No

Developmental

No

Compensatory

No

Regular

Yes

Liberal Arts

No

Pathways

No

College Option

No

OAA AUR, Baruch College, 2025 / March

Requirement Designation
Regular Non-Liberal Arts

Course Attributes
-

Course Offerings

Cross Listed Courses
-

Subject Area	Catalog Number
MKT	4620

Course Typically Offered
Fall, Spring, Summer

Department(s)
Marketing and International Business

Pre-Requisites / Co-Requisites
MKT 3600 or STA 3154 and (ZICK or ZKTP Student Group).

Credits

Credit Hours	Minimum	Max
	3	3

Contact Hours
Value
3

Rationale

Please provide the rationale for new course or for any changes?

Change to course description: The course name and description is being changed to better reflect the changed course content. The course was earlier an overview course of and tools used to analyze text data in marketing analytics. The course has now changed to adapt to the changing use and growth of ML and AI tools in analyzing textual data in the industry.

Change to pre-requisites: The alternate STA pre-requisite (STA 3154) is being changed to align with current STA courses that provide the needed foundation (for non-marketing majors to take this course based on their interest in the field, or for the marketing analytics minor).

Learning Goals and Outcome

-

Assessment

-

BAR01 - Edit Course - MKT4630 - Course - Change Course Data

Course Description

Institution

Baruch College

Course Title

AI in Marketing Analytics

Is this Course Required for a Major?

Yes

Is this course an experimental course?

No

Course Details

Catalog Description

This course introduces the application of artificial intelligence in marketing analytics. It begins with the basics of machine learning, such as decision trees, random forests, and gradient boosting, for use in predictive marketing analytics. Further, it delves into how deep learning facilitates the information extraction and analysis of unstructured data, such as text and images, to uncover marketing insights. Students will also learn about the algorithms behind generative AI applications like ChatGPT, assessing their practical use and the challenges associated with their deployment in marketing analytics.

Catalog Data

Start Term

2025 Fall Term

Remedial

No

Developmental

No

Compensatory

No

Regular

Yes

Liberal Arts

No

Pathways

No

College Option

No

Requirement Designation

Regular Non-Liberal Arts

Course Attributes

-

Course Offerings

Cross Listed Courses

-

Subject Area

MKT

Catalog Number

4630

Course Typically Offered

Fall, Spring, Summer

Department(s)

Marketing and International Business

Pre-Requisites / Co-Requisites

MKT 3600 or STA 3154 and (ZICK or ZKTP Student Group).

Credits

Credit Hours

Minimum

3

Max

3

Contact Hours

Value

3

Rationale

Please provide the rationale for new course or for any changes?

Change to course description: The course name and description is being changed to better reflect the changed course content. The course was earlier a survey-based course of technologies and tools used to analyze big data in marketing analytics field. The course has now changed to adapt to the changing use of AI tools in marketing in the industry.

Change to pre-requisites: As the course has becoming more methodological in nature, the pre-requisite needs to be changed to a course that provides the right foundation for students. Therefore the pre-requisite is being changed from MKT 3000 (Marketing Foundations) to MKT 3600 (Marketing Research) and alternate STA course (STA 3154) that provide the needed foundation (for non-marketing majors to take this course based on their interest in the field, or for the).

Learning Goals and Outcome

-

Assessment

-

BAR01 - Edit Course - PAF3102 - Course - Change Course Data

Course Description

Institution

Baruch College

Course Title

Economic Analysis of Public Policy

Is this Course Required for a Major?

Yes

Is this course an experimental course?

No

Course Details

Catalog Description

This course uses economic theory to analyze the causes and consequences of public sector interventions. It covers the fundamentals of microeconomics, with an emphasis on writing and applying the tools of supply and demand analysis to social problems and public policies. Applications are drawn from current policy debates in areas such as trade, the environment, agriculture, health, immigration, and labor markets.

Catalog Data

Start Term

2025 Fall Term

Remedial

No

Developmental

No

Compensatory

No

Regular

Yes

Liberal Arts

Yes

Pathways

No

College Option

No

Requirement Designation

Regular Liberal Arts

Course Attributes

-

Course Offerings

Cross Listed Courses

-

Subject Area	Catalog Number
PAF	3102

Course Typically Offered

Fall, Spring, Summer

Department(s)

Public Affairs

Pre-Requisites / Co-Requisites

ENG 2150, and (Math 1023 or 1030, or placement higher than 1030), and (MTH 2140 or 2160 or 2001 or 2003 or 2009 or 2206 or 2207 or 2600 or 2610 or BIO 2100 or PSY 2100 or STA 2000), or permission of instructor.

Credits

Credit Hours

Minimum	Max
3	3

Contact Hours

Value

3

Rationale

Please provide the rationale for new course or for any changes?

This change clarifies that students need to have either taken or placed out of Algebra prior to taking this course, and makes the mathematical and quantitative reasoning pre-requirements more clear

Learning Goals and Outcome

-

Assessment

-

BAR01 - Edit Course - PAF3401 - Course - Change Course Data

Course Description

Institution

Baruch College

Course Title

Quantitative Methods for Policy and Practice

Is this Course Required for a Major?

Yes

Is this course an experimental course?

No

Course Details

Catalog Description

This course focuses on the use of quantitative information and analysis to understand, interpret, promote, critique, and inform the implementation of programs and policies. Real world cases are examined throughout. A statistical software package will be employed to analyze selected data using various methods, such as simple regression.

Catalog Data

Start Term

2025 Fall Term

Remedial

No

Developmental

No

Compensatory

No

Regular

Yes

Liberal Arts

Yes

Pathways

No

College Option

No

Requirement Designation

Regular Liberal Arts

Course Attributes

-

Course Offerings

Cross Listed Courses

-

Subject Area	Catalog Number
PAF	3401

Course Typically Offered

Fall, Spring, Summer

Department(s)

Public Affairs

Pre-Requisites / Co-Requisites

ENG 2150, and (Math 1023 or 1030, or placement higher than 1030), and (MTH 2140 or 2160 or 2001 or 2003 or 2009 or 2206 or 2207 or 2600 or 2610 or BIO 2100 or PSY 2100 or STA 2000), or permission of instructor.

Credits

Credit Hours

Minimum	Max
3	3

Contact Hours

Value

3

Rationale

Please provide the rationale for new course or for any changes?

This change clarifies that students need to have either taken or placed out of Algebra prior to taking this course, and makes the mathematical and quantitative reasoning pre-requirements more clear.

Learning Goals and Outcome

-

Assessment

-

BAR01 - New Course - PAF9352 - Course - New Course

Course Description

Institution

Baruch College

Course Title

Minority Serving Institutions

Is this Course Required for a Major?

Yes

Is this Course Part of a Major within your Department?

Yes

Is this course an experimental course?

No

Course Details

Catalog Description

This course provides a broad understanding of Minority Serving Institutions (MSIs), including their historical development and significant contribution to U.S. higher education. We will examine the function of each type of MSI (Historically Black College & University, Hispanic Serving Institution, Asian American Native American Pacific Islander Serving Institution, Tribal College and University, Predominantly Black Institution, Native American Non-Tribal Serving Institution) and the pivotal role they play in educating and graduating students historically underserved by American postsecondary education. A focus on exploring the mission of MSIs in advancing equity will be central to the course. This course integrates assorted readings, discussions, activities and assignments into the major practitioner areas of higher education, including student and academic affairs, administrative leadership, and public policy. This course is particularly relevant for Marxe students, as nearly all CUNY campuses (including Baruch College) receive or are eligible for MSI grants.

Open to Austin W. Marxe School of Public and International Affairs students; others with Marxe School permission.

Catalog Data

OAA AUR, Baruch College, 2025 / March

Start Term

2025 Fall Term

Remedial

No

Developmental

No

Compensatory

No

Regular

Yes

Liberal Arts

No

Pathways

No

College Option

No

Requirement Designation

Graduate Non-Liberal Arts

Course Attributes

-

Course Offerings

Subject Area

PAF

Catalog Number

9352

Department(s)

Public Affairs

Pre-Requisites / Co-Requisites

-

Credits

Credit Hours

Minimum

3

Max

3

Contact Hours

Value

3

Rationale

Please provide the rationale for new course or for any changes?

Over 20 percent of all U.S. postsecondary institutions are designated as minority serving institutions. Baruch College recently received a \$2.8 million dollar federal grant after being designated as a form of MSI (Hispanic-serving institution). Most HEA students intend to work in a student affairs capacity in a CUNY or New York City metropolitan area university. Nearly all CUNY campuses are designated as MSIs and have received MSI federal grants. This course provides a comprehensive overview of the history of MSIs, their focus on student success amongst racially minoritized students, public policy implications, equity concerns in postsecondary education, and the nature of leadership in institutions that enroll predominantly students of color. The course included a substantial number of MPA students when first offered in spring 2024, demonstrating its appeal beyond HEA students.

This course is an elective for the MSED-HEA program, to be offered twice per year with a projected enrollment of 25 students.

Learning Goals and Outcome

-

Assessment

-

BAR01 - New Course - PAF9438 - Course - New Course

Course Description

Institution

Baruch College

Course Title

New Technologies of War

Is this Course Required for a Major?

Yes

Is this Course Part of a Major within your Department?

Yes

Is this course an experimental course?

No

Course Details

Catalog Description

AI and killer robots. Drones, deepfakes, and disinformation. Cyberattacks, opensource intelligence (OSINT), and psychographics microtargeting. Big data and big brother surveillance. Soldier enhancement. How are these new technologies affecting 21st century conflicts? How does gender(ed/ing) dynamics impact new technologies? How do digital technologies document the dead? With the increased role of Big Tech corporations, whose violence is it anyway? Welcome to War 2.0.

Open to Austin W. Marxe School of Public and International Affairs students; others with Marxe School permission.

Catalog Data

Start Term

2025 Fall Term

Remedial

No

Developmental

No

Compensatory

No

Regular

Yes

OAA AUR, Baruch College, 2025 / March

Liberal Arts

No

Pathways

No

College Option

No

Requirement Designation

Graduate Non-Liberal Arts

Course Attributes

-

Course Offerings

Subject Area

PAF

Catalog Number

9438

Department(s)

Public Affairs

Pre-Requisites / Co-Requisites

-

Credits

Credit Hours

Minimum

3

Max

3

Contact Hours

Value

3

Rationale

Please provide the rationale for new course or for any changes?

New technologies – cyberspace, AI, big data analytics, surveillance technologies, drones, and more – are altering the conflict landscape. This has profound ramifications for how war is waged, by whom, and for what end. The rationale behind this course in the MIA program is therefore two-fold.

First, MIA students are overwhelmingly drawn to careers in human rights organizations, non-profits, government, and think tanks. Many of these institutions are turning their attention to how rapid technological developments (in cyber and AI especially) are impacting international security and human security. It is of paramount importance to equipping students with the ability to understand and critically analyze the politics and ethics of such technologies.

Second, this course will ideally attract additional students to the MIA program and thus (hopefully) increase enrolment. People are increasingly watching wars unfold, in (near)real time, on their mobile devices at home. There is an extant demand among potential students to understand the intersection of new technologies and contemporary conflicts, specifically how new technologies are being used and abused to prosecute war and rights violations. Having this class signals the Marxe school’s enduring commitment to being at the cutting-edge of the rapidly evolving issues in international affairs.

This course is an elective for the MIA program, to be offered annually or once every three semesters with a projected enrollment of 20-25 students.

Learning Goals and Outcome

-

Assessment

-

BAR01 - Edit Course - STA3154 - Course - Change Course Data

Course Description

Institution

Baruch College

Course Title

Business Statistics II

Is this Course Required for a Major?

Yes

Is this course an experimental course?

No

Course Details

Catalog Description

A continuation of Business Statistics I with a deeper development of topics in confidence intervals, hypothesis testing, and regression. The use of statistical packages will be integrated throughout the course. Topics covered include probability distributions, interpretation of confidence intervals and hypothesis testing results, testing in paired samples, one- and two-way analysis of variance, assumptions and analysis of regression models, and basics of nonparametric statistics.

Catalog Data

Start Term

2025 Fall Term

Remedial

No

Developmental

No

Compensatory

No

Regular

Yes

Liberal Arts

No

Pathways

No

College Option

No

Requirement Designation

Regular Non-Liberal Arts

Course Attributes

-

Course Offerings

Cross Listed Courses

-

Subject Area

STA

Catalog Number

3154

Course Typically Offered

Fall, Spring, Summer

Department(s)

Information Systems and Statistics

Pre-Requisites / Co-Requisites

-

Credits

Credit Hours

Minimum

3

Max

3

Contact Hours

Value

3

Rationale

Please provide the rationale for new course or for any changes?

Housekeeping to remove the outdated software from the description, and to prevent another action for the same replacement in the future.

Learning Goals and Outcome

-

Assessment

-

