

**LEHMAN COLLEGE
OF THE
CITY UNIVERSITY OF NEW YORK**

DEPARTMENT OF ECONOMICS AND BUSINESS

CURRICULUM CHANGE

1. **Type of change:** New Course

2.

Department(s)	Economics and Business
Career	<input checked="" type="checkbox"/> Undergraduate [] Graduate
Academic Level	<input checked="" type="checkbox"/> Regular [] Compensatory [] Developmental [] Remedial
Subject Area	Accounting
Course Prefix & Number	ACC 186
Course Title	Introduction to Cryptocurrency
Description	Examines and illustrates the characteristics of emerging crypto assets and financial crypto-applications in relation to accounting and reporting.
Pre/ Co Requisites	NA
Credits	1
Hours	1
Liberal Arts	<input checked="" type="checkbox"/> Yes [] No
Course Attribute (e.g. Writing Intensive, WAC, etc)	NA
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

3. Rationale:

Emerging technologies and financial instruments such as cryptoassets continue to have a dramatic impact on financial markets, accounting practices, and how organizations accept customer payments. This course will examine the technological history – and current state - of cryptocurrencies, starting with bitcoin, and also cover other new versions of cryptoassets that have rapidly grown in terms of market valuation and utilization as well as applications built with these new cryptocurrency iterations. Secondly, the implications of different cryptoassets will be discussed, analyzed, and reinforced with real world examples and resources. Cryptoassets are quickly become a mainstream part of the financial marketplace, and accounting/business students must be able to assess and explain these instruments.

4. Learning Outcomes (By the end of the course students will be expected to):

- 1) Articulate and explain how cryptocurrencies such as bitcoin are different from fiat (government-issued) forms of money.
- 2) Identify and detail how newer versions of cryptocurrency, such as stablecoins and central bank digital currencies, are different from bitcoin.
- 3) Describe and analyze trends in the accounting for cryptoassets, including a review of U.S. tax and U.S. GAAP accounting implications
- 4) Communicate where emerging cryptoasset applications fit into the regulatory and reporting marketplace for accounting professionals, specifically the impact on payments and banking.
- 5) Define, differentiate, and explain the various use cases for cryptoassets, potential approaches for accounting treatment, and implications resulting from wider adoption.

5. Date of Departmental Approval: 10/7/21

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Career	<input checked="" type="checkbox"/> Undergraduate [] Graduate
Academic Level	<input checked="" type="checkbox"/> Regular [] Compensatory [] Developmental [] Remedial
Subject Area	Business
Course Prefix & Number	BBA 188
Course Title	Introduction to Social Media Marketing
Description	Introduces digital tools in social media marketing which are used to reach out and engage with customers.
Pre/ Co Requisites	NA
Credits	1
Hours	1
Liberal Arts	<input checked="" type="checkbox"/> Yes [] No
Course Attribute (e.g. Writing Intensive, WAC, etc)	NA
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

3. **Rationale:**

Social Media Marketing has become one of the most influential ways to promote and conduct marketing. Since its inception in 1996, social media has infiltrated half of the 7.7 billion people in the world. As of 2021, the number of people using social media is over 3.96 billion worldwide, with the average user having 8.6 accounts on different networking sites. Popular platforms like Facebook have more than 66.09% of their monthly users logging in to use social media daily. With the increasingly common and popular way of conducting promotion and marketing, marketers and students who wish to pursue marketing careers need to understand and become familiar with social media marketing tools and platforms which are used to reach, engage with, and convert potential buyers in ways that are more cost-effective than print or television media marketing.

4. **Learning Outcomes (By the end of the course students will be expected to):**

1. Describe and discuss the changing digital marketing landscape
2. Define, explain and analyze the communication strategies, tools and platforms which are available for conducting social media marketing.
3. Identify the appropriate platforms that may employed in marketing business based on the demographics of the users on each platform and establish pros and cons of each approach.
4. Identify the advantages and limitations of each tool and platform for types of marketing campaigns.

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Career	<input checked="" type="checkbox"/> Undergraduate [] Graduate
Academic Level	<input checked="" type="checkbox"/> Regular [] Compensatory [] Developmental [] Remedial
Subject Area	Business
Course Prefix & Number	BBA 189
Course Title	Using Social Media Marketing
Description	Examine, evaluate and implement a successful marketing strategy to engage customers, including leads' generation and sales promotion through social media.
Pre/ Co Requisites	BBA 188 or departmental permission
Credits	2
Hours	2
Liberal Arts	<input checked="" type="checkbox"/> Yes [] No
Course Attribute (e.g. Writing Intensive, WAC, etc)	NA
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

3. **Rationale:**

Social Media Marketing has become one of the most influential way to promote and conduct marketing of businesses and products. With the rise in the number of social media marketing platforms and tools for marketing, marketers and students who wish to pursue marketing careers need to be able to evaluate these choices and make an appropriate selection for employing an effective social media marketing campaign.

4. **Learning Outcomes (By the end of the course students will be expected to):**

1. Conduct a social media audit.
2. Perform a social media competitive analysis.
3. Develop and implement a social media content strategy that includes goals and measurable results.
4. Prepare targeted paid campaigns in support of those goals.
5. Discuss and undertake a process to measure the results of all social media efforts

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Career	<input checked="" type="checkbox"/> Undergraduate [] Graduate
Academic Level	<input checked="" type="checkbox"/> Regular [] Compensatory [] Developmental [] Remedial
Subject Area	Business
Course Prefix & Number	BBA 190
Course Title	Data Management with Spreadsheets
Description	Introduces data management through creation of spreadsheets, organizing data through tables, and the basics of data manipulation and analysis.
Pre/ Co Requisites	NA
Credits	1
Hours	1
Liberal Arts	<input checked="" type="checkbox"/> Yes [] No
Course Attribute (e.g. Writing Intensive, WAC, etc)	NA
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

3. **Rationale:**

Basic working knowledge of data is an essential skill for all areas of businesses and students of business studies. The goal of this course is to provide hands on learning opportunity in the basics of working with data to our students which will be reinforced in our other business course through more in-depth applications. Additionally, as pointed by the Bureau of Labor Statistics, “Employment of database administrators is projected to grow 10 percent from 2019 to 2029, much faster than the average for all occupations.”

4. **Learning Outcomes (By the end of the course students will be expected to):**

1. Create spreadsheets
2. Edit and format data
3. Manage data worksheets
4. Manipulate data through the use of formulas
5. Create data tables and look up relevant information

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Department(s)	Economics and Business
Career	<input checked="" type="checkbox"/> Undergraduate [] Graduate
Academic Level	<input checked="" type="checkbox"/> Regular [] Compensatory [] Developmental [] Remedial
Subject Area	Business
Course Prefix & Number	BBA 191
Course Title	Data Visualization and Presentation
Description	Introduces the presentation of business data and evaluates trends and patterns.
Pre/ Co Requisites	NA
Credits	1
Hours	1
Liberal Arts	<input checked="" type="checkbox"/> Yes [] No
Course Attribute (e.g. Writing Intensive, WAC, etc)	NA
General Education Component	<p><input checked="" type="checkbox"/> Not Applicable</p> <p><input type="checkbox"/> Required</p> <p style="padding-left: 20px;"><input type="checkbox"/> English Composition</p> <p style="padding-left: 20px;"><input type="checkbox"/> Mathematics</p> <p style="padding-left: 20px;"><input type="checkbox"/> Science</p> <p><input type="checkbox"/> Flexible</p> <p style="padding-left: 20px;"><input type="checkbox"/> World Cultures</p> <p style="padding-left: 20px;"><input type="checkbox"/> US Experience in its Diversity</p> <p style="padding-left: 20px;"><input type="checkbox"/> Creative Expression</p> <p style="padding-left: 20px;"><input type="checkbox"/> Individual and Society</p> <p style="padding-left: 20px;"><input type="checkbox"/> Scientific World</p>

3. **Rationale:**

Effective communication and presentation of data is becoming an increasingly important skill in the world of business. The goal of this course is to provide our students with hands on learning opportunity in the creation of business data presentation and communication using various tools such as graphs, charts and tables. Additionally, as pointed by the Bureau of Labor Statistics, “Employment of database administrators is projected to grow 10 percent from 2019 to 2029, much faster than the average for all occupations.”

4. **Learning Outcomes (By the end of the course students will be expected to):**

1. Identify and explain data presentation and visualization tools
2. Create presentations using tools like charts, graphs and tables
3. Evaluate and identify the appropriate tool for presenting data
4. Explain and discuss patterns and trends through data presentation and visualization.

5. **Date of Departmental Approval:** 10/7/21

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1. **Type of change:** New Course

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Department(s)	Economics and Business
Career	<input checked="" type="checkbox"/> Undergraduate [] Graduate
Academic Level	<input checked="" type="checkbox"/> Regular [] Compensatory [] Developmental [] Remedial
Subject Area	Business
Course Prefix & Number	BBA 375
Course Title	Practical Application of Associate Professional in Human Resource Management (aPHR) Theory
Description	Reviews the functional areas of human resource management, including human resource operations, recruitment and selection, compensation and benefits, HR development and retention, employee relations, and health and safety issues.
Pre/ Co Requisites	BBA 328 or departmental permission
Credits	2
Hours	2
Liberal Arts	<input checked="" type="checkbox"/> Yes [] No
Course Attribute (e.g. Writing Intensive, WAC, etc)	NA
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

3. Rationale:

This course covers the basics of responsibilities and knowledge in human resource management as outlined in the industry-certified exam developed for the Associate Professional in Human Resource Management (aPHR). The goal of this course is to assist students majoring in human resource management concentration to prepare for taking the aPHR certification exam.

4. Learning Outcomes (By the end of the course students will be expected to):

1. Explain the tactical and operational tasks related to workforce management and HR functions
2. Discuss the hiring practices, including regulatory requirements, interview and selection process and onboarding
3. Explain the pay and benefit programs
4. Outline and recommend techniques and methods for delivering training programs and training individual employees
5. Identify and explain methods for monitoring and addressing morale, performance and retention employees
6. Propose laws, regulations, and policies that promote safe work environment.

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1. **Type of Change:** Description note

2. **From:** ~~Strike through~~ the changes

Department(s)	Economics and Business
Career	<input checked="" type="checkbox"/> Undergraduate [] Graduate
Academic Level	<input checked="" type="checkbox"/> Regular [] Compensatory [] Developmental [] Remedial
Subject Area	Business
Course Prefix & Number	BBA 332
Course Title	Marketing Management
Description	Nature and functions of marketing; marketing environment, consumer motivation and behavior; marketing institutions at the wholesale and retail levels; market research, product planning, pricing policies, sales management and promotion; and government regulation.
Pre/ Co Requisites	BBA 204
Credits	3
Hours	3
Liberal Arts	[] Yes <input checked="" type="checkbox"/> No
Course Attribute (e.g. Writing Intensive, WAC, etc)	NA
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

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3. **To:** Underline the changes

Department(s)	Economics and Business
Career	<input checked="" type="checkbox"/> Undergraduate [] Graduate
Academic Level	<input checked="" type="checkbox"/> Regular [] Compensatory [] Developmental [] Remedial
Subject Area	Business
Course Prefix & Number	BBA 332
Course Title	Marketing Management
Description	Nature and functions of marketing; marketing environment, consumer motivation and behavior; marketing institutions at the wholesale and retail levels; market research, product planning, pricing policies, sales management and promotion; and government regulation. <u>NOTE: If a student does not have BBA 204, they can request departmental permission</u>
Pre/ Co Requisites	BBA 204
Credits	3
Hours	3
Liberal Arts	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Course Attribute (e.g. Writing Intensive, WAC, etc)	NA
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

4. **Rationale (Explain how this change will impact the learning outcomes of the department and Major/Program):**

This change is to allow students who may have taken other management courses or have prior experience in management or entrepreneurship to take this introductory course in marketing.

5. **Date of departmental approval: 10/7/21**

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2.

Department(s)	Economics and Business
Career	<input checked="" type="checkbox"/> Undergraduate [] Graduate
Academic Level	<input checked="" type="checkbox"/> Regular [] Compensatory [] Developmental [] Remedial
Subject Area	Finance
Course Prefix & Number	BBA 235
Course Title	U.S. Residential Mortgage Markets
Description	Introduces U.S. fixed income markets with application to the U.S. residential mortgage market, taking a practitioner's view of a secondary market investor such as an investor in mortgage-backed securities.
Pre/ Co Requisites	NA
Credits	2
Hours	2
Liberal Arts	[] Yes <input checked="" type="checkbox"/> No
Course Attribute (e.g. Writing Intensive, WAC, etc)	NA
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

3. Rationale:

The course is designed for students with an interest in financial markets, sales and trading or investment management, but serves to broaden students' understanding of fixed income financial markets, the broader U.S. economy and real estate capital markets. In addition to gaining knowledge of the U.S. residential mortgage markets, students will acquire valuable practical know-how and strengthen their problem-solving skills on real world challenges.

4. Learning Outcomes (By the end of the course students will be expected to):

1. Gain a broad understanding of the U.S. fixed income and housing finance markets;
2. Deepen understanding of specific fixed income market concepts such as bond pricing, duration, and convexity;
3. Strengthen problem-solving skills through application of classroom materials to real world problems.

5. Date of Departmental Approval: 10/7/21