

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

DEPARTMENT OF ECONOMICS AND BUSINESS

CURRICULUM CHANGE

1. Type of Change: Change in curriculum requirements for a major in Economics

2. FROM: 34-CREDIT MAJOR IN ECONOMICS, B.A.

This major provides an understanding of the structures, processes, and trends in the private and public economy and offers academic and technical training in the analysis and handling of economic [problems in four different settings:]

Core Course Requirement (22 credits):

12 in economic analysis: ECO 166-167 and 300-301

10 in quantitative methods: ECO 302-402 and either MAT 174 or 175

[Concentration Requirement (12 credits in one of the four fields below):

Urban Economics:

[BBA 305: Consumer Economics]

ECO 314: Urban Economics

ECO 316: Economics of Inequality

POL 310: Urban Politics and Government

Managerial Economics:

BBA 204: Principles of Management

[BBA 324: International Economics]

[BBA 326: Labor Economics]

[BBA 431: Managerial Economics]

Financial Economics:

BBA 207: Principles of Finance

ECO 331: Industrial Organization

BBA 308: Corporation Finance

BBA 310: Security and Investment Analysis

Political Economy:

ECO 311: Public Economics

ECO 400: Development of Economic Thought

ECO 338: Law and Economics

POL 211: Public Policy

No multiple concentrations are permitted.]

3. TO: 34-CREDIT MAJOR IN ECONOMICS, B.A.

This major provides an understanding of the structures, processes, and trends in the private and public economy and offers academic and technical training in the analysis and handling of economic issues and problems:

Core Course Requirement (22 credits):

12 *in economic analysis*: ECO 166-167 and 300-301

10 *in quantitative methods*: ECO 302-402 and either MAT 174 or 175

Elective Courses (12 credits):

Select four courses from the following list:

ECO 305: Consumer Economics

ECO 306: Money & Banking

ECO 311: Public Economics

ECO 322: Economic Development

ECO 324: International Economics

ECO 326: Labor Economics

ECO 331: Industrial Organization

ECO 338: Law and Economics

ECO 401: Introduction to Mathematical Economics

ECO 431: Managerial Economics

BBA 310: Security and Investment Analysis

4. Rationale:

This revised economic program allows students to choose from a list of electives which permit them to explore different areas of the study of economics instead of streamlining them to areas even before they are exposed to the general economic education. In addition, this revision aligns Lehman's economics program with the traditional economic programs typically offered in other U.S. colleges.

The change of alpha codes is appropriate given that the content of the courses are economics.

5. Date of Departmental Approval: October 23, 2013

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

DEPARTMENT OF ECONOMICS AND BUSINESS

CURRICULUM CHANGE

1. **Type of Change:** Change in alpha codes
2. **FROM:**
[BBA 305]: Consumer Economics. *3 hours, 3 credits*. Financial decision-making strategies in education, health, careers, housing, credit, insurance, and investment from the point of view of the consumer and family. PREREQ: BBA 168 and 169 or ECO 166 and 167.
3. **TO:**
ECO 305: Consumer Economics. *3 hours, 3 credits*. Financial decision-making strategies in education, health, careers, housing, credit, insurance, and investment from the point of view of the consumer and family. PREREQ: BBA 168 and 169 or ECO 166 and 167.
4. **Rationale:**
The alpha code is changed to appropriately reflect the economic content of the course.
5. **Date of Departmental Approval:** September 25, 2013

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

DEPARTMENT OF ECONOMICS AND BUSINESS

CURRICULUM CHANGE

1. **Type of Change:** Change in course prerequisite

2. **FROM:**
ECO 311: Public Economics. *3 hours, 3 credits.* Types of market failures and rationales for government intervention in economic activity; theory of public goods; collective choice; cost-benefit analysis; positive and normative aspects of expenditure and taxation policies; the U.S. tax structure. [PREREQ: ECO 301 and 306.]

3. **TO:**
ECO 311: Public Economics. 3 hours, 3 credits. Types of market failures and rationales for government intervention in economic activity; theory of public goods; collective choice; cost-benefit analysis; positive and normative aspects of expenditure and taxation policies; the U.S. tax structure. PREREQ: ECO 301.

4. **Rationale:**

ECO 306 (Money & Banking) is not needed to study Public Economics.

5. **Date of Departmental Approval:** September 25, 2013

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DEPARTMENT OF ECONOMICS AND BUSINESS

CURRICULUM CHANGE

- 1. Type of Change:** Change in alpha codes
- 2. FROM:**
[BBA 324]: International Economics. *3 hours, 3 credits.* Theory of international relations: trade, investment, growth, balance of payments, currency values, and policy issues; trade restrictions, common markets, multinational firms, imperialism, and international monetary reform. PREREQ: BBA 168 and 169 or ECO 166 and 167
- 3. TO:**
ECO 324: International Economics. *3 hours, 3 credits.* Theory of international relations: trade, investment, growth, balance of payments, currency values, and policy issues; trade restrictions, common markets, multinational firms, imperialism, and international monetary reform. PREREQ: BBA 168 and 169 or ECO 166 and 167
- 4. Rationale:**
The alpha code is changed to appropriately reflect the economic content of the course.
- 5. Date of Departmental Approval:** September 25, 2013

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DEPARTMENT OF ECONOMICS AND BUSINESS

CURRICULUM CHANGE

- 1. Type of Change:** Change in alpha codes
- 2. FROM:**
[BBA 326]: Labor Economics. 3 hours, 3 credits. History and present status of organized labor force and trade unions; collective bargaining; unemployment and labor income; hours, wage rates, and working conditions; and government regulations of industrial relations. PREREQ: BBA 168 and 169 or ECO 166 and 167.
- 3. TO:**
ECO 326: Labor Economics. 3 hours, 3 credits. History and present status of organized labor force and trade unions; collective bargaining; unemployment and labor income; hours, wage rates, and working conditions; and government regulations of industrial relations. PREREQ: BBA 168 and 169 or ECO 166 and 167.
- 4. Rationale:**
The alpha code is changed to appropriately reflect the economic content of the course.
- 5. Date of Departmental Approval:** September 25, 2013

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DEPARTMENT OF ECONOMICS AND BUSINESS

CURRICULUM CHANGE

- 1. Type of Change:** Change in course prerequisite

- 2. FROM:**
ECO 338: Law and Economics. 3 hours, 3 credits. Applications of price theoretic reasoning to legal institutions and the legal perspective to economic phenomena. [PREREQ: ECO 166 and 167 and either BBA 336 or a POL course chosen from POL 226, 227, 228, 319, 321, or 322.]

- 3. TO:**
ECO 338: Law and Economics. 3 hours, 3 credits. Applications of price theoretic reasoning to legal institutions and the legal perspective to economic phenomena. PREREQ: ECO 167.

- 4. Rationale:**
ECO 167 (Intro to Microeconomics) is the only appropriate pre-requisite for this course given that the course content relates to price theoretic issues.

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- 5. Date of Departmental Approval:** September 25, 2013

**LEHMAN COLLEGE
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DEPARTMENT OF ECONOMICS AND BUSINESS

CURRICULUM CHANGE

1. **Type of Change:** Change in alpha codes, course description and pre-requisite
2. **FROM:**
[BBA 431]: Managerial Economics. 3 hours, 3 credits. [The use of economic tools and concepts in making managerial decisions in such areas as allocation of physical and human resources, project development, and organizational restructuring. PREREQ: BBA 168 and 169, or ECO 166 and 167, and BBA 204.]
3. **TO:**

ECO 431: Managerial Economics. 3 hours, 3 credits. The application of economic tools and analysis to optimize business decisions given firm's objectives and scarcity constraints, using information, pricing and game theory. PREREQ: BBA 168 and 169, or ECO 166 and 167.
4. **Rationale:**
The alpha code and the course description are changed to appropriately reflect the economic content of the course. Given that the subject matter focuses on the economic behavior of firms or organizations, only ECO 166 and 167 are relevant and BBA 204 (Principles of Management) is not necessary.
5. **Date of Departmental Approval:** September 25, 2013

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DEPARTMENT OF ECONOMICS AND BUSINESS

CURRICULUM CHANGE

- 1. Type of Change:** Change in course prerequisite

- 2. FROM:**
BBA 303: Business Statistics 1: 3 hours, 3 credits. Graphical methods and exploratory business data analysis; the normal distribution and sampling distribution of the mean estimation for means and proportions; and introduction to hypothesis testing for one and two groups. PREREQ: [Three credits of college mathematics.] NOTE: Students may not receive credit for both BBA 303 and ECO 302.

- 3. TO:**
BBA 303: Business Statistics 1: 3 hours, 3 credits. Graphical methods and exploratory business data analysis; the normal distribution and sampling distribution of the mean estimation for means and proportions; and introduction to hypothesis testing for one and two groups. PREREQ: MAT 132 or 171 or 172 or 174 or 175. NOTE: Students may not receive credit for both ECO 302 and BBA 303.

- 4. Rationale:**

The college mathematics course that is required needs to be clearly stated for ease of transfer of credits and transparency.

- 5. Date of Departmental Approval:** September 25, 2013

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DEPARTMENT OF ECONOMICS AND BUSINESS

CURRICULUM CHANGE

- 1. Type of Change:** Change in course prerequisite

- 2. FROM:**
ECO 302: Economic Statistics . 3 hours, 3 credits. Descriptive statistical methods used in economic analysis: probability distributions; sampling and estimation; confidence intervals; hypothesis testing; correlation and linear regression.
PREREQ: ECO 166 and [3 credits of college mathematics]. NOTE: Students may not receive credit for both ECO 302 and BBA 303.

- 3. TO:**
ECO 302: Economic Statistics . 3 hours, 3 credits. Descriptive statistical methods used in economic analysis: probability distributions; sampling and estimation; confidence intervals; hypothesis testing; correlation and linear regression.
PREREQ: ECO 166 and MAT 132 or 171 or 172 or 174 or 175. NOTE: Students may not receive credit for both ECO 302 and BBA 303.

- 4. Rationale:**

The college mathematics course that is required needs to be clearly stated for ease of transfer of credits and transparency.

- 5. Date of Departmental Approval:** September 25, 2013

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

DEPARTMENT OF ECONOMICS AND BUSINESS

CURRICULUM CHANGE

1. **Type of Change:** Change in Degree Requirements of the Bachelor of Business Administration Degree (B.B.A.)

2. **FROM:**

The B.B.A. program equips students with the necessary managerial skills to function in today's rapidly changing business environment. The program, stressing the place of business organizations in the larger community, prepares its enrollees to meet this challenge by helping them develop appropriate technical, conceptual, and interpersonal competencies. The curriculum also emphasizes the role of non-profit and governmental organizations in societal life. As such, students majoring in this program are introduced to the art and science of planning, organizing, controlling, and leading the physical, financial, human, and informational resources of any and all organizations – private or public, for profit or not-for-profit, corporate or entrepreneurial.

Departmental Credits [(36)]

[6] in [business economics] : [BBA 168, 169]

[6] in accounting: ACC 171, 272

[6] in quantitative methods for business: BBA 303, 403

[9] in management: BBA 204, 405, 407

[9] in one area of concentration:

Finance: BBA 207, 308, 310

Marketing: BBA 332, 367, 467

Accounting: ACC 334, 335, 348

Human Resource Management: BBA 327, 328, 329

Business Law: BBA 336, 337 and [either 339 or 340]

International Business: [BBA 324, 432, 433]

Business Economics: [BBA 305, 326, 431]

E-Business: BBA 333, 340, 433

Hospitality Management: BBA 345, 346, 347

Students who wish to elect a second concentration should consult with a departmental advisor.

[Students concentrating in both Business Law and E-Business must take both BBA 339 and 340.]

[Students concentrating in both International Business and E-Business, which have BBA 433 in common must take BBA 367 as the required sixth course.]

Credits in Other Departments [(10)]

[2] in ethical and legal responsibilities: PHI 330

[3] in business writing: ENW 300

[4] in business computing: CIS 211

[NOTE 1: A minor field is also required. This minor should be attained in a department outside the Department of Economics and Business.]

[NOTE 2:] All students are admitted to this major on a provisional basis. To maintain matriculation, the enrollees must attain a minimum cumulative index of 2.7 (B-) in the first four BBA-Pre-fixed courses they will have taken at Lehman College at first trial. Students who fail to maintain this minimum index will be removed from the BBA program. [These students can not switch to BS in Accounting. However, they may switch to BA in Economics or BA in Accounting. Students removed from BBA program may also switch to and count previously taken BBA-prefixed courses toward a minor in Management, Business Practice or Accounting.]

3. TO: Degree Requirements of the 46-47 credit Bachelor of Business Administration Degree (B.B.A.)

The B.B.A. program equips students with the necessary managerial skills to function in today's rapidly changing business environment. The program, stressing the place of business organizations in the larger community, prepares its enrollees to meet this challenge by helping them develop appropriate technical, conceptual, and interpersonal competencies. The curriculum also emphasizes the role of non-profit and governmental organizations in societal life. As such, students majoring in this program are introduced to the art and science of planning, organizing, controlling, and leading the physical, financial, human, and informational resources of any and all organizations – private or public, for profit or not-for-profit, corporate or entrepreneurial.

Departmental Credits (36 credits):

6 credits in economics : ECO 166, 167

6 credits in accounting: ACC 171, 272

6 credits in quantitative methods for business: BBA 303, 403

9 credits in management: BBA 204, 405, 407

9 credits in one area of concentration:

Finance: BBA 207, 308, 310

Marketing: BBA 332, 367, 467

Accounting: ACC 334, 335, 348

Human Resource Management: BBA 327, 328, 329

Business Law: BBA 336, 337 and 339
International Business: ECO 324, BBA 432, BBA 433
Business Economics: ECO 305, 326, 431
E-Business: BBA 333, 340, 433
Hospitality Management: BBA 345, 346, 347

Students who wish to elect a second concentration should consult with a departmental advisor.

Credits in Other Departments (10-11 credits):

3 credits in ethical and legal responsibilities: PHI 330

3 credits in business writing: ENW 300

4-5 credits in mathematics: MAT 132 or 171 or 172 or 174 or 175

Note: CIS 211 is recommended but not required.

NOTE: All students are admitted to this major on a provisional basis. To maintain matriculation, the enrollees must attain a minimum cumulative index of 2.7 (B-) in the first four BBA-Pre-fixed courses they will have taken at Lehman College at first trial. Students who fail to maintain this minimum index will be removed from the BBA program.

1. Rationale:

The alpha codes for BBA 324, BBA 326, BBA 305 and BBA 431 are changed to ECO-codes to reflect the economic content of these courses.

Since the department is not offering E-Business concentration and has no plans to do so in the future, the dual concentration information with international and E-Business as well as Business Law and E-Business are omitted. Similarly, BBA 340 (Internet Law) was never offered and thus, omitted from the Business Law concentration to reflect this.

NOTE 1 is removed since CUNY no longer requires students to have a minor. Also, NOTE 2 is revised since the recommendation of which program students may switch to, if removed from the program, is not necessary as students may consult with their academic advisor in making that decision.

The number of credits required to complete the BBA program is changed from 46 credits to 46-47 credits since MAT 171/172/174/175 are 5 credits (with 1 credit for lab) while MAT 132 is 4 credits. Math requirement is replacing the CIS 211 requirement as business students need strong quantitative skills for the major courses particularly for those choosing the finance concentration.

Course content of ECO 166 and BBA 168 are the same. Similarly, the content of ECO 167 and BBA 169 are the same. Thus, BBA 168 and BBA 169 are replaced by ECO 166 and ECO 167 to avoid duplications.

2. Date of Departmental Approval: October 23, 2013

LEHMAN COLLEGE
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DEPARTMENT OF ECONOMICS AND BUSINESS

CURRICULUM CHANGE

- 1. Type of Change:** Change in course description and prerequisites.
- 2. FROM:** BBA 207: Principles of Finance. *3 hours, 3 credits.* [Basic concepts of finance. Includes financial environment of the U.S. economy. Basic tools of financial analysis and managerial finance topics.]
- 3. TO:** BBA 207: Principles of Finance. *3 hours, 3 credits.* Basic principles of finance, including the functions of financial markets and institutions, financial statement analysis, discounted cash flow valuation, asset pricing models, the cost of capital, and financial risk management. PREREQ: BBA 168 and 169 or ECO 166 and 167, ACC 171.
- 4. Rationale:** The course description is changed to provide a clearer differentiation between this introductory course and Corporate Finance (BBA 308). Since this course also serves as a bridge between economics and accounting courses and topics in financial decisions making, students need to have solid understanding of basic micro & macroeconomics and accounting. The prerequisites have been changed to reflect this required understanding of economics and accounting.
- 5. Date of Departmental Approval:** September 25, 2013

**LEHMAN COLLEGE
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DEPARTMENT OF ECONOMICS AND BUSINESS

CURRICULUM CHANGE

2. **Type of Change:** Changes in course name, description, and prerequisites.
3. **FROM:** BBA 308: [Corporation Finance]. 3 hours, 3 credits. [The economic significance of the corporate unit in present-day enterprise; its financial organization and practices; the purpose and procedures of financial reorganization. PREREQ: ACC 171.]
4. **TO:** BBA 308: Corporate Finance. 3 hours, 3 credits. Fundamental principles of Corporate Finance, including financial statement analysis, the time value of money (TVM) , characteristics and valuation of financial assets, elements of debt, and equity financing, capital structure and dividend policy, financial modeling, working capital management, and short-term financial planning. PREREQ: BBA 207 and MAT 171 or 172.
5. **Rationale:** The goal of this course is to help students understand ways in which a corporation can create its financial structure. To have a better understanding of the course topics and their applications using financial numbers, students need to have completed an introduction to finance as well as have quantitative skills and knowledge. The name of the course is changed to the title commonly used at other institutions and programs.
5. **Date of Departmental Approval:** September 25, 2013

**LEHMAN COLLEGE
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DEPARTMENT OF ECONOMICS & BUSINESS

CURRICULUM CHANGE

1. Type of Change: New Course

2. Course Description: ECO 370 – Internship in Economics. 1 Semester, 3 credits. One hour of weekly class meetings plus eight to ten hours of supervised internship in a setting where students can combine their academic education in economics with work experience in their area of study. PREREQ: Departmental permission after student has located and arranged for the internship with an organization.

3. Rationale: A great majority of corporations require students to enroll for course credit in order to work in an internship position. On-site training provides valuable knowledge and skills to a student that is not available in the classroom. Additionally, the completion of an internship improves students' job prospects and serves as the first step in establishing previous work experience, which is often required upon hire.

4. Learning Objectives:

- Acquire an understanding of professional business environment through direct work experience
- Develop corporate communication (Oral and writing) skills, analytical thinking skills, and organizational and time management skills through assignments and deadlines
- Develop networking skills and build professional relationships with peers, subordinates and supervisors
- Discuss issues (such as conflicts and negative feedback) often encountered in the workplace and identify ways/methods to handle and resolve them
- Identify and discuss the connection between coursework and fieldwork experience
- Articulate future career goals and develop a plan for achieving benchmarks towards those goals

5. Date of Departmental approval: October 23, 2013

**LEHMAN COLLEGE
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CITY UNIVERSITY OF NEW YORK**

DEPARTMENT OF ECONOMICS & BUSINESS

CURRICULUM CHANGE

1. Type of Change: New Course

2. Course Description: ACC 370 – Internship in Accounting. 1 Semester, 3 credits. One hour of weekly class meetings plus eight to ten hours of supervised internship in a setting where students can combine their academic education in accounting with work experience in their area of study. PREREQ: Departmental permission after student has located and arranged for the internship with an organization.

3. Rationale: A great majority of corporations require students to enroll for course credit in order to work in an internship position. On-site training provides valuable knowledge and skills to a student that is not available in the classroom. Additionally, the completion of an internship improves students' job prospects and serves as the first step in establishing previous work experience, which is often required upon hire.

4. Learning Objectives:

- Acquire an understanding of professional business environment through direct work experience
- Develop corporate communication (Oral and writing) skills, analytical thinking skills, and organizational and time management skills through assignments and deadlines
- Develop networking skills and build professional relationships with peers, subordinates and supervisors
- Discuss issues (such as conflicts and negative feedback) often encountered in the workplace and identify ways/methods to handle and resolve them
- Identify and discuss the connection between coursework and fieldwork experience
- Articulate future career goals and develop a plan for achieving benchmarks towards those goals

5. Date of Departmental approval: October 23, 2013

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

DEPARTMENT OF ECONOMICS & BUSINESS

CURRICULUM CHANGE

1. Type of Change: New Course

2. Course Description: BBA 370– Internship in Business. 1 Semester, 3 credits. One hour of weekly class meetings plus eight to ten hours of supervised internship in a setting where students can combine their academic education in business with work experience in their area of study. **PREREQ:** Departmental permission after student has located and arranged for the internship with an organization.

3. Rationale: A great majority of corporations require students to enroll for course credit in order to work in an internship position. On-site training provides valuable knowledge and skills to a student that is not available in the classroom. Additionally, the completion of an internship improves students' job prospects and serves as the first step in establishing previous work experience, which is often required upon hire.

4. Learning Objectives:

- Acquire an understanding of professional business environment through direct work experience
- Develop corporate communication (Oral and writing) skills, analytical thinking skills, and organizational and time management skills through assignments and deadlines
- Develop networking skills and build professional relationships with peers, subordinates and supervisors
- Discuss issues (such as conflicts and negative feedback) often encountered in the workplace and identify ways/methods to handle and resolve them
- Identify and discuss the connection between coursework and fieldwork experience
- Articulate future career goals and develop a plan for achieving benchmarks towards those goals

5. Date of Departmental approval: October 23, 2103

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

Department of Economics and Business

CURRICULUM CHANGE

1. Type of Change: Experimental course.

2. Course Description:

BBA(WST) 349: Women and Advertising. *3 hours, 3 credits.* Impact of the commercial advertising media on the careers and personal aspirations of women in the US and globally. Exploration of the interdependent relationship between advertising and the beauty industry. Topics include advertising design, gender based advertising, consumerism and several current theories connecting consumer behavior to advertising. PREREQ: None.

3. Rationale: This course will serve to round out the women studies program curriculum to include courses directly addressing the impact of marketing practices on women. It enriches the economics and business curriculum by providing an in-depth focus on a consumer market (women) that is critical to the success of virtually every consumer products business.

4. Learning Objectives:

- Acquire a broad understanding of the commercial advertising media, its role in the overall marketing process, and its use of sexualized imagery
- Conduct a content analysis of various advertisements
- Identify techniques used by advertisers to influence consumer responses
- Describe several prominent theories that inform advertising effectiveness
- Map theories and techniques to the impact on women

5. Date of Economics and Business Departmental Approval: September 25, 2013
Date of Program in Women's Studies Approval: Oct. 29, 2013.