Hegis Code: 0502  
Program Code: 32786

1. **Type of Change**: To include a new specialization in MS in Business and establish prerequisites for the two capstone seminars.

2. **From**:

M.S. PROGRAM IN BUSINESS, WITH SPECIALIZATIONS IN FINANCE, MARKETING, OR HUMAN RESOURCE MANAGEMENT

The course requirements of the 30-credit M.S. in Business Degree are as follows:

**12 CREDITS IN CORE COURSES**
3 credits MSB 700: Organizational Behavior  
3 credits MSB 701: Quantitative Analysis for Managers  
3 credits MSB 702: Economic Analysis for Managers  
3 credits MSB 703: Computer-Based Information Systems for Managers

**12 CREDITS IN MAJOR FIELD**
Four courses in one of [three] areas of specialization:

a. **Finance**:
3 credits MSB 710: Investment Analysis  
3 credits MSB 711: Capital Budgeting  
3 credits MSB 712: Financial Statements Analysis  
3 credits MSB 713: International Financial Management

b. **Marketing**:
3 credits MSB 720: Managing in a Global Environment  
3 credits MSB 721: Applied Marketing Research  
3 credits MSB 722: International Marketing Management: Culture, Law, and Politics  
3 credits MSB 723: Contemporary Issues in Marketing

c. **Human Resources Management**:
3 credits MSB 730: Human Resource Management  
3 credits MSB 731: Employee Training and Development  
3 credits MSB 732: Managing Group and Interpersonal Dynamics  
3 credits MSB 734: International Human Resources Management
3

To:
M.S. PROGRAM IN BUSINESS, WITH SPECIALIZATIONS IN FINANCE, MARKETING, HUMAN RESOURCE MANAGEMENT, INTERNATIONAL BUSINESS, OR E-BUSINESS

The course requirements of the 30-credit M.S. in Business Degree are as follows:

12 CREDITS IN CORE COURSES
3 credits MSB 700: Organizational Behavior
3 credits MSB 701: Quantitative Analysis for Managers
3 credits MSB 702: Economic Analysis for Managers
3 credits MSB 703: Computer-Based Information Systems for Managers

12 CREDITS IN MAJOR FIELD
Four courses in one of five areas of specialization:

a. Finance:
3 credits MSB 710: Investment Analysis
3 credits MSB 711: Capital Budgeting
3 credits MSB 712: Financial Statements Analysis
3 credits MSB 713: International Financial Management

b. Marketing:
3 credits MSB 720: Managing in a Global Environment
3 credits MSB 721: Applied Marketing Research
3 credits MSB 722: International Marketing Management: Culture, Law, and Politics
3 credits MSB 723: Contemporary Issues in Marketing

c. Human Resources Management:
3 credits MSB 730: Human Resource Management
3 credits MSB 731: Employee Training and Development
3 credits MSB 732: Managing Group and Interpersonal Dynamics
3 credits MSB 734: International Human Resources Management

d. International Business:
3 credits MSB 720: Managing in a Global Environment
3 credits MSB 713: International Financial Management
3 credits MSB 722: International Marketing Management: Culture, Law, and Politics
3 credits MSB 734: International Human Resource Management

**e. E-Business:**
3 credits MSB 720: Managing in a Global Environment
3 credits MSB 722: International Marketing Management: Culture, Law, and Politics
3 credits MSB 740: E-Business in a Global Setting
3 credits MSB 741: Internet Law in a Global Setting

CAPSTONE SEMINARS: 6 credits
3 credits MSB 795: Seminar in Strategic Management
3 credits MSB 796: Seminar in Ethical Issues in Management

NOTE: No capstone seminar can be taken before completing all undergraduate prerequisites and graduate core courses.

TOTAL CREDITS REQUIRED FOR DEGREE: 30 credits

4. **Rationale:**

The change consists of adding a new specialization, E-Business, under the MS in Business. The new specialization is intended to equip students with the technical, interpersonal, and conceptual competencies required of the leaders of this new and expanding business environment. E-Business, that is, conducting business on the Internet, not only buying and selling, but also servicing customers and collaborating with business partners, entails a new corporate culture and managerial proficiencies. Increasingly, much direct selling (that is, e-tailing) is taking place on the Internet. In addition, companies are using the Web to buy parts and supplies from other companies, to collaborate on sales promotions, and to do joint research. Utilizing the convenience, availability, and worldwide reach of the Internet, many companies have discovered how to use the Internet successfully and there exists opportunities in the business world for graduates with an advanced degree in E-Business. Lehman College will be the second college after Baruch to offer a graduate field of concentration in this evolving academic and professional field.

Before attempting to take any capstone seminar, students should successfully complete any undergraduate deficiencies as well as the core courses requirement. Such a knowledge base is necessary to be able to handle the rigor of the material covered in the capstone seminars.

Adding the credit amount under the International Business specialization courses and the Capstone Seminars is just to clarify this for students and be consistent in format in the graduate bulletin.

It should accurately indicate under the heading: **12 CREDITS IN MAJOR FIELD** that students have to take four courses in one of five areas of specialization.

5. **Date of Departmental Approval:** April 7, 2010.
LEHMAN COLLEGE
OF THE
CITY UNIVERSITY OF NEW YORK

Department of Economics and Business

Curriculum Change

1. **Type of change:** New graduate course.

2. **Course Description:**

MSB 740: E-Business in a Global Setting. *3 hours, 3 credits.* Emerging concepts and principles in the practice of applying Internet technologies for global e-business; applications, base line technologies, changing skill sets, business concepts, and strategic opportunities to plan, manage, and lead global e-business initiatives; significant effects of e-business on the global business environment; and social, legal, and ethical issues that surround the emergence and proliferation of global e-business.

3. **Rationale:**

The emergence of new technologies has resulted in a creation of a new global electronic trading and communication infrastructure that affects organizational strategies, market structures, and industrial organization around the globe. This course is a requirement in the proposed E-Business specialization track, within the MS/Business Program, and will provide students with a strong foundation in meeting these Internet challenges, in developing effective e-business strategies and in aligning new information technology with new forms of organizing business, nationally and internationally.

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

- Analyze the impact of E-Business on the economy and on business planning and practices.
- Assess the effect of E-Business on society in general and on the cultural environment.
- Utilize the effect of the rapid technology on the E-Business community, both on the corporate and on the consumption side.
- Investigate the legal and regulatory applications necessitated by and affecting E-Business providers and beneficiaries.
- Discuss the ways in which the accepted and developing professional standards of conduct and moral principles/values are or should be integrated with all E-Business actions and outcomes.
• Understand the effect of government regulations on E-Business, as well as the effect E-Business strategies and practices have on government conduct.

• Assess the influence of E-Business practices and procedures relative to the global market place.

• Understand issues of quality and degree of accuracy in E-Business transactions, as they relate to web sites and best business practices.

• Determine the role of feedback obtained thorough consumers, government agencies, and other constituents on all levels and areas of management decision making.

5. Date of Departmental Approval:  April 7, 2010.
LEHMAN COLLEGE
OF THE
CITY UNIVERSITY OF NEW YORK

Department of Economics and Business

Curriculum Change

1. **Type of change:** New graduate course.

2. **Course Description:**

MSB 741: Internet Law in a Global Setting. 3 hours, 3 credits. Discussion of competing visions about the globally networked world of the Internet; recognition and assessment of key ethical conflicts involving technology, the legal system, and civil liberties, including free speech and censorship in cyberspace; national security, ubiquitous surveillance and privacy; peer to peer file sharing; and ownership of virtual property.

3. **Rationale:**

The digital revolution raises fundamental, ethical questions about the content and application of existing national and international laws. To develop an effective and legitimate E-Business, students need an in-depth understanding of the ethical, legal and policy issues impacting the Internet and the way Internet Law operates in a global electronic information environment. This course is a requirement in the proposed E-Business specialization track, within the MS/Business Program, and will provide students with a strong foundation in Internet Law.

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

- Discuss the fundamentals of Cyberspace.
- Differentiate among technical power, legal power, and private power.
- Assess strategies to deal with the conflict between current law and personal jurisdiction: free speech, filtering, censorship.
- Understand the broad concepts of privacy, anonymity, surveillance, encryption.
- Analyze the problems of trespass and hacking and develop appropriate strategies to prevent them.
- Differentiate among different forms of applicable contracts (shrink-wrap, click-wrap, browse-wrap).
- Implement applications of the broader legal concept of intellectual property and specific problems relating to trademarks, domain names, and domain-name/dispute-resolution policies.
- Analyze the interrelationship between copyright and fair use.
• Discuss intermediaries' liability, network neutrality, and open source.

5. **Date of Departmental Approval**: April 7, 2010.