

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

DEPARTMENT OF MANAGEMENT AND BUSINESS INNOVATION

CURRICULUM CHANGE

Name of Program and Degree Award: Management, Minor
Effective Term: Fall 2027

1. **Type of Change:** *Change in Minor Requirements*

2. **From:**

Minor Requirements – Overall
Type: Completion requirement
Earn at least 12 credits

Minor Requirements – Required Courses
Type: Completion requirement

Complete ALL of the following Courses:

- BBA 204 - Principles of Management
- ~~BBA 303 – Business Statistics I~~
- ~~BBA 405 – Management Decision Making~~
- BBA 407 - Strategic Management

~~BBA 303: Economics majors who wish to take this minor must substitute ECO 302 for BBA 303.~~

3. **To:**

Minor Requirements – Overall
Type: Completion requirement
Earn at least 12 credits

Minor Requirements – Required Courses
Type: Completion requirement

Complete ALL of the following Courses:

- BBA 204 - Principles of Management
- ECO 302 – Economic and Business Statistics
- BBA 208- Introduction to Information Systems and Technologies
- BBA 407 - Strategic Management

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

Under the changes made to the BBA degree, BBA 303 has been replaced with ECO 302 and BBA 405 was replaced by BBA 208 as a new degree requirement. To be consistent with the Degree, these changes are necessary.

5. **Date of departmental approval:** 09/04/2026

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DEPARTMENT OF MANAGEMENT AND BUSINESS INNOVATION

CURRICULUM CHANGE

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

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

Department(s)	Management and Business Innovation
Career	☒ Undergraduate ☐ Graduate
Academic Level	☒ Regular ☐ Compensatory ☐ Developmental ☐ Remedial
Subject Area	Business
Course Prefix & Number	BBA 341
Course Title	Marketing Applications in a Digital World
Description	Principles and theories of marketing are applied through the use of digital marketing tools in social media advertising, marketing research, product design, supply chain management and other marketing functions. NOTE: If a student does not have BBA 332, they can request departmental permission.
Pre/ Co Requisites	BBA 332
Credits	3
Hours	3
Liberal Arts	☐ Yes ☒ No
Course Attribute (e.g. Writing Intensive, WAC, etc)	
General Education Component	☒ Not Applicable ☐ Required ☐ English Composition ☐ Mathematics ☐ Science ☐ Flexible ☐ World Cultures ☐ US Experience in its Diversity ☐ Creative Expression ☐ Individual and Society

	_____ Scientific World
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3. To:

Department(s)	Management and Business Innovation
Career	☒ Undergraduate ☐ Graduate
Academic Level	☒ Regular ☐ Compensatory ☐ Developmental ☐ Remedial
Subject Area	Business
Course Prefix & Number	BBA 341
Course Title	Marketing Applications in a Digital World
Description	Principles and theories of marketing are applied through the use of digital marketing tools in social media advertising, marketing research, product design, supply chain management and other marketing functions.
Pre/ Co Requisites	
Credits	3
Hours	3
Liberal Arts	☐ Yes ☒ No
Course Attribute (e.g. Writing Intensive, WAC, etc)	
General Education Component	☒ Not Applicable ☐ Required ☐ English Composition ☐ Mathematics ☐ Science ☐ Flexible ☐ World Cultures ☐ US Experience in its Diversity ☐ Creative Expression ☐ Individual and Society ☐ Scientific World

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

Most students who enroll in BBA 341 have not completed BBA 332 and are granted departmental permission as a matter of routine, so the prerequisite functions as an administrative step rather than a screen. The course teaches applied digital marketing

tools and platforms, and its content does not depend on material covered in BBA 332. Removing the prerequisite improves access to the course, reduces advising and registration delays for students, and has no effect on the learning outcomes of the department or of the Major.

5. **Date of departmental approval:** February 13, 2026