

2022/2023 CATALOG ADDENDUM - II

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EXPLANATION OF GRADES

Catalog Page Reference: 40

Effective Date: 1/1/2023

Summary of Changes: Transfer grade of C- is inconsistent with the documentation on page 42 of the catalog which states transfer courses with a C grade or higher may be transferred to BAU.

Change

Replace: 'C-' with 'C'

New:

The quality of performance in any academic course is reported by a letter grade. For undergraduate programs, D is the lowest passing grade. Grades lower than a C are not accepted for transfer.

Original:

The quality of performance in any academic course is reported by a letter grade. For undergraduate programs, D is the lowest passing grade. Grades lower than a C- are not accepted for transfer.



MGMT 453 CROSS CULTURAL MANAGMENT

Catalog Page Reference: Page 78

Effective Date: January 2023

Summary of Changes: Course description change – to revise course description

Change

The underlying theme of this course is that the skills and behaviors that are perceived as effective leadership characteristics in one culture are not necessarily those that will be effective in a different culture. By exploring the ways in which specific characteristics are valued differently by different cultures, the students acquire frameworks for assessing how to approach a work assignment in a culture that is not their own. This course is collaborative because the students are expected to provide some of the content based on their own experiences.



ECON 440 ECONOMICS OF INTERNATIONAL DEVELOPMENT

Catalog Page Reference: Page 67

Effective Date: January 2023

Summary of Changes: Course description change – The original course description makes reference to the role of the state which broadens the course content and becomes more public policy than economics.

Change

The course investigates macro models of development. It explains disparities in income across countries. It explores various markets in developing countries, with an emphasis on understanding market failures and potential corrective policies.



ECON 655 ECONOMICS OF INTERNATIONAL DEVELOPMENT

Catalog Page Reference: Page 115

Effective Date: January 2023

Summary of Changes: Course description change – The original course description makes reference to the role of the state which broadens the course content and becomes more public policy than economics.

Change

The course examines, at a more advanced level, macro models of development that seek to evaluate disparities in income across emerging and developing economies. The course further dissects the markets within these economies, with an emphasis on understanding market failures and potential corrective policies.



FINC 432 FINANCIAL MARKETS

Catalog Page Reference: Page 69

Effective Date: January 2023

Summary of Changes: Course description change – The course description is being revised to be more finance oriented.

Change

This course focuses on the role that financial markets play in business and in the economy, and also provides an understanding of the underlying institutions that either help financial markets work well or that interfere with the efficient performance of these markets. Topics include the valuation of various financial assets and an introduction to basic derivative markets (futures, forward, options). This course analyzes the most important factors leading to financial crises and following supervisory and regulatory responses.



FINC 660 GLOBAL FINANCIAL ETHICS

Catalog Page Reference: Page 116

Effective Date: January 2023

Summary of Changes: Course description change – The course description did not accurately reflect the expectations of the course as it made reference to a “seminar” and being more of a hands-on module rather than a graduate course for students across all areas of interest in business.

Change

This course covers the financial code of ethics and addresses sustainable financing, socially responsible investment (SRI) issues, ethical banking, and legal and practical aspects of integrating environmental, social, and governance (ESG) issues to institutional investment. The course gives a detailed overview of major institutional actors, key players in global networks in the field of banking and sustainable financing, and the international standards in the fight against tax avoidance and money-laundering.



ISIT 354 SOFTWARE ARCHITECTURE

Catalog Page Reference: Page 74

Effective Date: January 2023

Summary of Changes: Course description change – The primary rationale for changing the course description is that the information does not cover all primary purposes of the course.

Change

This course provides students with an introduction to software architecture involving theory foundations, sub-fields, current research status, and practical methods. Students will learn the basic knowledge of software architecture to describe a system's architecture using formal language and innovative styles in developing a system and software application. The course focuses on various aspects of software architecture, such as model representation, component/interface design, architectural frameworks and patterns, and security principles. Students will learn to utilize software architecture for decision-making in choosing strategies, reusing patterns, developing a prototype, and producing documentation.



ISIT 224 INFORMATION SYSTEMS ANALYSIS AND DESIGN

Catalog Page Reference: Page 74

Effective Date: January 2023

Summary of Changes: Course description change – The primary rationale for changing the course descriptions is that the information does not include all primary purposes of the course.

Change

This course focuses on the techniques and methodologies used in Information Systems Analysis and Design to develop computer systems and applications. Students will learn and practice the four phases: planning, analysis, design, and implementation, which require students to conduct requirement analysis and build blueprints of systems according to operational and organizational technology needs. The course introduces students to the software tools and diagram representations for producing and documenting the process of system analysis and design. Students work individually and as a team to gain knowledge of change management and team collaboration.



CMPS 110 INTRODUCTION TO COMPUTER SCIENCE

Catalog Page Reference: Page 63

Effective Date: January 2023

Summary of Changes: Course description change – This course should be an overview of computer science that covers various aspects of the discipline.

Change

This course introduces overview topics in computer science that provide students with core knowledge of the discipline, including theories, practices, and hands-on experiences. The topics begin with fundamental knowledge of information encoding, data storage, and computer architecture that are essential for students to progress to learning digital infrastructures, such as operating systems and computer networks. Students will also learn practical aspects, including data abstractions, algorithms, database systems, computer programming languages, and software development. The course also covers more advanced techniques that enhance processes in computer sciences, such as computer graphics, artificial intelligence, and the theory of computation.



INTL 351 US AND MIDDLE EAST

Catalog Page Reference: Page 72

Effective Date: January 2023

Summary of Changes: Course description change – The proposed course description better describes and reflects the contents of contemporary US foreign policy courses at the University level, focusing less on the history of the Middle East and more on the historic and contemporary relationship of the US with the Middle East.

Change

This course exams the historic and contemporary relationship between the United States and the Middle East (both as a whole and with respect to individual countries in the region), focusing on the post-World War II era. Students will gain a greater understanding of the domestic forces which contribute to the formulation of the US's Middle East policy, and will acquire a better perspective of the problems, challenges, and future potential of US-Middle East Relations, including such issues as support for the State of Israel, radical Islam, regional conflict, energy politics, and immigration and refugee crises.



INTL 270 GLOBAL PUBLIC HEALTH

Catalog Page Reference: Page 71

Effective Date: January 2023

Summary of Changes: Course description change – The course description has been modified to better reflect and define the subject of the course comprehensively.

Change

This course introduces students to (a) international structures that address and seek to prevent health challenges and (b) policies that mitigate the social and economic impacts of health crises. The course will discuss successful and unsuccessful attempts to solve leading public health issues through diplomacy, foreign aid, and the efforts of international organizations. The course will focus on real-life examples of government-led initiatives to mitigate the effects of health crises, including the widespread economic impacts of epidemics and pandemics such as COVID-19. Finally, students will conduct a research project on one global health issue and will propose a public policy to address that issue.



POLS 121 GOVERNMENT AND POLITICS OF THE UNITED STATES

Catalog Page Reference: Page 79

Effective Date: January 2023

Summary of Changes: Course description change – The course description has been modified to more clearly reflect the contents of the course, and to emphasize specific subject matter.

Change

This course exams the theoretical influences, historical development, and political evolution of the United States of America, as they impact the governance of the country. Students will gain a greater understanding of the forces that shaped how the framework of government was established and has functioned over the past two and a half centuries. By studying the US Constitution and the structure of US government, political culture and political behavior, the development of the political party system, the role of interest groups in politics, and the relationship between the federal government and state and local governments, students will acquire a better perspective of the problems, challenges, and future potential of the US.



MKTG 618 DIGITAL MARKETING, SOCIAL MEDIA, & E-COMMERCE

Catalog Page Reference: Page 118

Effective Date: January 2023

Summary of Changes: Course description change – The original course description does not appropriately describe the course nor does it use formal writing language.

Change

The course explores the fundamentals of digital marketing and e-commerce and aims to help students interpret and analyze development and implementation of digital marketing strategies. The course also explores the fundamental concepts of e-commerce through different platforms such as websites, mobile sites, and apps. The students will also be able to discuss and criticize ethical, social, and political issues in e-commerce throughout the course.



MKTG 436 PRINCIPLES OF ADVERTISING

Catalog Page Reference: Page 78

Effective Date: January 2023

Summary of Changes: Course description change – The original course description needed minor revisions to better reflect the course content.

Change

This course introduces the basic principles, theories, and applications of advertising. In addition, the course covers the foundations of integrated advertising, promotion, and marketing communication emphasizing the significance of utilizing all marketing activities in one clear message and voice. Elements of direct response, promotion, Internet, and public relations are also presented. Students will be able to demonstrate an understanding of the principles of advertising and practice creative and decision-making skills in developing an advertising campaign plan.



MGMT 502 LEADERSHIP AND ORGANIZATIONAL BEHAVIOR

Catalog Page Reference: Page 117

Effective Date: January 2023

Summary of Changes: Course description change – The original course description included language that was not necessary – the revision is just a clean up of that language to be more aligned with other course descriptions.

Change

This course explores a framework for competing and winning in a world of constant turbulence and disruption, and also delves into understanding why change is so hard. Modifying an organization’s structure and operations is difficult enough, but to bring about real change you need to also affect people’s *behavior*. And that is never easy. To bring theory to life, the course utilizes real-life stories of how successful organizations were able to connect with people’s emotions, help them to think and *feel* differently, and inspire them to achieve shared goals.



MGMT 301 ORGANIZATIONAL BEHAVIOR

Catalog Page Reference: Page 77

Effective Date: January 2023

Summary of Changes: Course description change – The original course description needed minor revisions to better reflect the course content.

Change

This course introduces basic organizational behavior concepts and their application in contemporary organizations. The course will include conceptual frameworks, case discussions, and skill-oriented activities. Topics include diversity in organizations, attitudes and job satisfaction, emotions and moods, personality and values, the structure and culture of organizations, and organizational change.



ECON 222 INTERMEDIATE MACROECONOMICS

Catalog Page Reference: Page 66

Effective Date: January 2023

Summary of Changes: Course description change – The original course description needed minor revisions to better reflect the course content.

Change

This course builds on the foundational principles of Macroeconomics to provide students with a deeper understanding of macroeconomic concepts and theories. The course provides tools of macroeconomics which are applied to the real economic policy issues. The course also examines topics such as economic growth, the monetary system, aggregate demand, and the Mundell-Fleming model to understand how macroeconomic theories are used to provide useful economic insights.



ACCT 114 MANAGERIAL ACCOUNTING

Catalog Page Reference: Page 63

Effective Date: January 2023

Summary of Changes: Course description change – The original course description needed minor revisions to better reflect the course content.

Change

The finances within an organization must first be understood to gain a better understanding of the business as a whole. Managerial accounting focuses on providing information to managers for use within the organization. This course will help to understand the essential financial components of businesses that are important for decision-making.



ACCT 507 MANAGERIAL ACCOUNTING

Catalog Page Reference: Page 110

Effective Date: January 2023

Summary of Changes: Course description change – The original course description needed minor revisions that use more formal language.

Change

This course evaluates the profitability of a business using accounting analysis to address business problems. By using a problem-solving approach to achieve this goal, the course focuses not only on theory but on the practical application of accounting tools. The theoretical foundation of this class is that the art of business involves moving assets from lower-valued uses to higher-valued uses. Using this concept, the class develops students' ability to perform accounting analysis and to approach business problems from a management point of view.



BGDA 550 BIG DATA & HADOOP ENVIRONMENT

Catalog Page Reference: Page 111

Effective Date: January 2023

Summary of Changes: Course description change – The original course description needed minor revisions that use more formal language.

Change

This course provides an overview of the fields of big data analytics and data science. Topics are covered in the context of data analytics, including the terminology and the core concepts behind big data problems, applications, and systems. In this course, students learn how to use Hadoop and related Big Data Processing tools that are used for scalable big data analysis and have made the data analysis processes and procedures more manageable and accessible.



MKTG 615 MARKETING ANALYTICS

Catalog Page Reference: Page 118

Effective Date: January 2023

Summary of Changes: Course description change – The original course description needed minor revisions that use more formal language.

Change

This course will focus on developing marketing strategies and resource allocation decisions driven by quantitative analysis. Topics covered include market segmentation, market response models, customer profitability, social media, paid search advertising, product recommendation systems, mobile geo-location analysis, media attribution models, and resource allocation. The course will draw on and extend students' understanding of issues related to integrated marketing communications, pricing, digital marketing, and quantitative analysis. The course will use a combination of cases, lectures, and a hands-on project to develop these skills.



BUSN 375 ENTREPRENEURSHIP

Catalog Page Reference: Page 63

Effective Date: January 2023

Summary of Changes: Course description change – The current course description focuses on entrepreneurship from a historical perspective rather than a practical, hands-on study. The revision will allow for more active engagement of students in the course and in exploring their own entrepreneurial interests.

Change

Entrepreneurship is a mindset—a way of looking at things that is opportunity-focused and creative, while adding value for customers, investors, stakeholders, and society. This course introduces the fundamentals of entrepreneurship as a mindset that is practice-driven. Whether you already have an idea and are eager to start your own business, or simply want to learn more about what an entrepreneurial career would be like, this course exposes you to the challenges of entrepreneurship—from conceptualizing new ventures to developing and managing them.