

MONTHLY REPORT: March 2018 - COMMITTEE ON CURRICULUM

To: Joel Kuszai, Academic Senate Steering Committee
From: March 29, 2018
Subject: Committee on Curriculum March 2018 Monthly Report for the April 2018 Senate
CC: College Archives (CWilliams@qcc.cuny.edu)

The Committee on Curriculum has voted to send the following recommendations to the Academic Senate:
 8 course revisions
 2 new courses (1 experimental)

1. COURSE REVISIONS

MUSIC DEPARTMENT
 Departmental approval: February 28, 2018

MP-103 Recording Techniques I

From	To
MP-103	MP-103
Recording Techniques I	Recording Techniques I
2 class hours 3 laboratory hours 3 credits A student with both Word and Excel Microsoft Office Specialist (MOS) Certification may take CIS-206 in place of CIS-101.	2 class hours 2 laboratory hours 3 credits A student with both Word and Excel Microsoft Office Specialist (MOS) Certification may take CIS-206 in place of CIS-101.
Pre-requisite: MP-101 with a grade of C or better	Pre-requisite: MP-101 with a grade of C or better
Co-requisites: None	Co-requisites: None
Course Description: An in-depth exploration into the function, applied principles and practical usage of recording studio equipment. Emphasis on skill development and consistency through hands-on experience and the completion of mixdown projects in the Recording Studio Lab.	Course Description: An in-depth exploration into the function, applied principles and practical usage of recording studio equipment. Emphasis on skill development and consistency through hands-on experience and the completion of mixdown projects in the Recording Studio Lab.

Rationale:

This course was written over 20 years ago (known then as ME 270) when the equipment used in instruction was cumbersome, and when it also required substantial setup time, leading to the necessity of three-hour lab periods. Over the years, this equipment has become obsolete, and has been replaced largely by software programs which do the work much more efficiently and without the need for lengthy setup time. In addition, the lecture component of the course now incorporates instruction in this software, eliminating the need to present that

instruction during lab periods. Thus, the three-hour lab periods can be very successfully shortened to two-hour lab periods: lab instruction with the most recent software can now be accomplished in a shorter time period.

BUSINESS DEPARTMENT

CIS-101 Introduction to Microcomputer Applications (title change)

Departmental approval date: 2-28-2018

From	To
CIS-101	CIS-101
Introduction to Microcomputer Applications	Introduction to <u>Computers and</u> Applications
2 Class Hours 2 Lab Hours 3 Credits	2 Class Hours 2 Lab Hours 3 Credits
Pre-requisite: none	Pre-requisite: none
Co-requisite: none	Co-requisite: none
Course Description: Introduction to the fundamentals of computer use in business, including concepts of computer hardware, operating system and application software, elements of problem-solving. The course is designed to provide hands-on experience with the personal computer. Solutions to practical business problems are explored through the use of word processing, spreadsheet, and presentation software.	Course Description: Introduction to the fundamentals of computer use in business, including concepts of computer hardware, operating system and application software, elements of problem-solving. The course is designed to provide hands-on experience with the personal computer. Solutions to practical business problems are explored through the use of word processing, spreadsheet, and presentation software.

Rationale:

The new course title uses more current terminology which reflects the course content.

CIS-205 Introduction to Information Systems Management (title change)

Departmental approval date: 2-28-2018

From	To
CIS-205	CIS-205
Introduction to Information Systems Management	Introduction to Information Systems <u>and Technologies</u>
2 Class Hours 2 Lab Hours 3 Credits	2 Class Hours 2 Lab Hours 3 Credits
Pre-requisite: none	Pre-requisite: none
Co-requisite: none	Co-requisite: none
Course Description: Introduction to how today's businesses use ever-changing technology to operate, compete, and do business. Students will learn the differences between the major types of hardware, software, and network solutions that meet business needs. Students will learn why familiarity with today's information systems has become indispensable for tomorrow's business leaders due to the rapid	Course Description: Introduction to how today's businesses use ever-changing technology to operate, compete, and do business. Students will learn the differences between the major types of hardware, software, and network solutions that meet business needs. Students will learn why familiarity with today's information systems has become indispensable for tomorrow's business leaders due to the rapid developments in Information Technology (IT).

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Rationale:

The new course title more accurately reflects the course content.

CIS-208 Data Base Management Systems (Course description)

Departmental approval date: 2-28-2018

From	To
CIS-208	CIS-208
Data Base Management Systems	Database Management Systems
2 Class Hours 2 Lab Hours 3 Credits	2 Class Hours 2 Lab Hours 3 Credits
Pre-requisite: CIS-101	Pre-requisite: CIS-101
Co-requisite: none	Co-requisite: none
Course Description: An overview of data base issues and the evolution of the data base concept. The three fundamental data base structures; hierarchical, relational, and network. Visual and physical representations of data base architectures. Applications and advantages of each approach. Comprehensive review of representative commercial products on today's market and extensive laboratory experience with commercial systems. The duties and responsibilities of the data base administrator.	Course Description: <u>In this course, students will learn database management system concepts, apply them to practical business situations and develop solutions using database software. Emphasis is on relational database design and implementation. Topics include creation of database objects for data storage, retrieval and analysis, table structures and relationships using primary and foreign keys, object dependencies, and importing and exporting of data. Additional topics to be discussed are the formation of complex queries using SQL (Structured Query Language), joins, indexing, as well as automating repetitive procedures with the use of macros.</u>

Rationale:

The new course description more accurately describes the course content.

BU-401 Elements of Marketing (Course description)

Departmental approval date: 2-28-2018

From	To
BU 401	BU 401
Elements of Marketing	Elements of Marketing
3 class hours, 3 credits	3 class hours, 3 credits
Pre-requisite: BU 201	Pre-requisite: BU 201
Co-requisite: None	Co-requisite: None
Course Description: Basic course in merchandising distribution; methods, policies, and institutions involved in distribution of goods from producer to consumer;	Course Description: <u>This course is designed to introduce students to the fundamental concepts and principles of marketing. It focuses on the methods, policies and institutions involved in</u>

<p>the manufacturer, the wholesaler, and the retailer—their marketing activities and methods.</p>	<p><u>the flow of goods and services from the producer to the consumer. Students will consider the processes by which businesses build and maintain vibrant brands with various dynamic social, economic, technological, regulatory and competitive environments.</u></p>
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Rationale:

The new course description reflects the changing landscape of the field of marketing.

BU-402 Marketing Research (Course description)

Departmental approval date: 2-28-2018

From	To
BU 402	BU 402
Marketing Research	Marketing Research
3 class hours, 3 credits	3 class hours, 3 credits
Pre-requisite: BU 401	Pre-requisite: BU 401
Co-requisite: one	Co-requisite: None
<p>Course Description: Survey of basic techniques; formulating research design; data collection; sampling; questionnaire design; interpretation of data; report design; marketing problems.</p>	<p>Course Description: <u>This course is a survey of basic marketing research techniques. Students will explore ethical issues faced by marketers, marketing researchers, and people who participate in marketing research; the use of secondary and primary data; formulating research design; data collection; sampling; questionnaire design; interpretation of data; report design; and enhancing the quality of marketing decisions.</u></p>

Rationale:

The new course description better reflects the contents of the course.

BU-404 Elements of Advertising (title + course description revision)

Departmental approval: October 4, 2017

From	To
BU 404	BU 404
Elements of Advertising	<u>Integrated Marketing Communications</u>
3 class hours, 3 credits	3 class hours, 3 credits
Pre-requisite: BU 401	Pre-requisite: BU 401
Co-requisite: None	Co-requisite: None
<p>Course Description: Survey of basic advertising and related fields; product identification, layout and copy, research, space and time buying, radio and TV production, employment.</p>	<p>Course Description: <u>The objective of this course is to provide students with an overview of the components and considerations involved in the development, coordination, and execution of Integrated Marketing Communications (IMC) strategies involving a coordinate set of communication tools:</u></p>

	<u>advertising, sales promotion, direct marketing, personal selling, publicity and public relations, and digital interactive media, social media and internet marketing.</u>
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Rationale:

This is not a new course. The course content has been updated to reflect trends in marketing communications. The growing importance of Integrated Marketing Communications (IMC) is a major trend in the 21st century marketing. Thanks to the Internet, social media, and enhanced access to databases, marketers can engage consumers one-on-one. Marketers are no longer focused solely on directing finely tuned messages to their target audiences. Today marketers increasingly seek to establish a collaborative dialogue with members of their target audiences. Advertising is the use of paid announcements from a known sponsor in media: Broadcast, print, and out-of-home. Advertising was once the hub of the marketing communications wheel. Over the last thirty years, however, other promotional tools—consumer and trade promotions, marketing public relations, direct response, and interactive online tools—have received a greater share of marketers’ communications budgets. Advertising is now just another spoke on the marketing communications wheel. Today the chief concern of marketing executives is the integration of messages sent through all the communications vehicles so compelling brands and collaborative relations can be built with the brand’s stakeholders. In recognition of the evolving nature of marketing communications, we propose changing the name of Elements of Advertising to Integrated Marketing Communications.

BU-859 Desktop Publishing (title + course description change)
 Departmental approval date: 2-28-2018

From	To
BU859	BU859
Desktop Publishing	<u>Corresponding in the Digital World</u>
2 class hours	2 class hours
2 lab hours	2 lab hours
3 credits	3 credits
offered in Fall	offered in Fall
Pre-requisite: None	Pre-requisite: None
Co-requisite: None	Co-requisite: None
Course Description: Intended to develop an understanding of and ability to use desktop publishing software on personal computers, this course offers a full semester of hands-on training so that students gain a knowledge of techniques needed to produce camera-ready publications incorporating text, scanned pictures, diagrams, and graphics.	Course Description: <u>This course is designed to enhance the software and communication skills of students whose objective is to enter the business environment. This professional business computerized correspondence course will focus on the communication skills that are necessary to compete in the highly digitized world of contemporary business. This course will provide the skills in information literacy, independent research, effective business writing, grammar mechanics, and composing text in traditional formats and new media digital platforms.</u>

Rationale:

This is not a new course. The course content has been updated to reflect current technological advances. The digital world or new media platform explores the crossroads of computers, business, science, humanities, and much more. The main factor in defining the digital world is the role the Internet plays. The digital world is spreading instantly, and done so through different means of software and browser modes in which it is occupied by devices connected to the Internet.

Corresponding in the digital world by using new media platforms is an area which examines how relationships with various channels of communication has changed with the onset of global connectivity and the popularity of digital and user generated content. Thus, the student needs to become familiar with the various programs used and how to communicate in an effective and professional manner.

2. NEW COURSES

BUSINESS DEPARTMENT

Departmental approval date: 2-28-2018

BU-860 Professional Business Career Development and the Virtual Office

2 class hours, 2 lab hours, 3 credits

Pre-requisite: None

Co-requisite: None

Course Description for college catalog:

This course is designed to prepare students for the transition to a professional and business environment. Topics include assisting students in the decision-making process, their business career skills, and employability. Students will gain knowledge and valuable skills that will help them to market themselves to potential employers and to prepare themselves to enter the business and virtual environment.

Rationale:

Professional business development is a key component for students when transitioning from college to the workplace. Career development is being conducted at every level of learning—colleges, community learning centers, libraries, alumni services, etc. This course is designed to assist the entry-level, returning, and veteran worker to prepare for employment, and once employed, how to be a productive, professional individual. Specific topics will allow students to understand the various areas of communication and multimodal methods used in the business environment.

With such a diverse population in the workplace, people are not accustomed to the appropriate business and communication techniques relating to employee recruitment consideration, professional workplace advancement, and/or company-related professionalism.

Participation in this class will allow students to develop in the work-related environment, while, at the same time, advance into acceptable, impressive, qualified, professional individuals.

REVISION OF EXPERIMENTAL COURSE – **(FOR INFORMATION ONLY)**

ENGLISH DEPARTMENT

Departmental approval: March 14, 2018

BE102 - Developing Competence in College Reading, Writing, and Study Skills

From	To
BE 102 (experimental)	BE 102 (experimental)
Developing Competence in College Reading, Writing, and Study Skills	Developing Competence in College Reading, Writing, and Study Skills
6 -class hours, 6 equated credits	<u>4</u> class hours, <u>0</u> credits
Pre-requisite: Students who have passed both BE 111 and BE 121	Pre-requisite: Students who have passed both BE 111 and BE 121

or those that have scored a 48-55 on the CATW and a 58-69 on the ACT or 40-54 on Accuplacer are eligible for the course	or those that have scored a 48-55 on the CATW and a 58-69 on the ACT or 40-54 on Accuplacer are eligible for the course
Co-requisite: none	Co-requisite: <u>ENGL 101</u>
<p>Course Description: For students who need intensified instruction in both reading and writing, as determined by a standard skills assessment or placement test and screening results. Emphasis is on the link between the concurrent development of reading and writing skills, with special attention paid to the use of critical thinking to analyze a range of written texts and the production of organized, well-developed essays and reports. Computer-integrated pedagogy, theme-based curriculum, and in-class tutor support are important aspects of the course.</p>	<p>Course Description: For students who need intensified instruction in both reading and writing, as determined by a standard skills assessment or placement test and screening results. Emphasis is on the link between the concurrent development of reading and writing skills, with special attention paid to the use of critical thinking to analyze a range of written texts and the production of organized, well-developed essays and reports. Computer-integrated pedagogy, theme-based curriculum, and in-class tutor support are important aspects of the course.</p>

Rationale:

The elimination of exit tests from remediation, as well as the success of ALP (taking English 101 with upper-level remediation), suggests we may want to reduce the hours for students who take a combined reading/writing class, especially if those students are taking BE 102 with ENGL 101, and thus receiving 8-hours a week of reading and writing instruction.