1. Request to change the requirements for the **Entrepreneurship and Innovation Experiences Option** in The Eli Broad College of Business.
   a. In the Academic Programs Catalog Text delete the words ‘independent and’ as noted:

   An Entrepreneurship and Innovation Experiences Option is a project consisting of independent and original work that builds on the content of a course in which a student is enrolled but extends the experience of that course beyond the typical scope and content. E and I Experiences Options allow undergraduates the opportunity to add entrepreneurial content to courses already in the student’s program, thus providing a flexible alternative for those interested in exploring entrepreneurial ideas beyond the normal course requirements. An E and I Experiences Option can be in any course in any discipline. Students propose the E and I Experiences Option to the faculty instructor of record for the course. E and I Experiences Option requests must be accompanied by the Application for Entrepreneurship and Innovation Experiences Option form. E and I Experiences Options that are approved and completed will be designated on the student’s transcript. For more information, students should contact the undergraduate advising office of their college.

   Effective Fall 2017.

2. Request to change the requirements for the **Minor in Entrepreneurship and Innovation** in the Eli Broad College of Business.
   a. In the introductory text, last paragraph, note the following:

   The reduction of unique credits in the minor, from ‘12’ to ‘6’.
   b. Under the heading Requirements for the Minor in Entrepreneurship and Innovation make the following changes:

   (1) In item 2. delete the following courses:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>AL 271</td>
<td>Introduction to Arts and Cultural Management</td>
<td>3</td>
</tr>
<tr>
<td>AL 465</td>
<td>Leadership and Innovation for Arts and Cultural Management</td>
<td>3</td>
</tr>
</tbody>
</table>

   Add the following courses:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACM 271</td>
<td>Introduction to Arts and Cultural Management</td>
<td>3</td>
</tr>
<tr>
<td>ACM 465</td>
<td>Leadership and Innovation for Arts and Cultural Management</td>
<td>3</td>
</tr>
<tr>
<td>AL 300</td>
<td>Starting your Business in the Creative, Visual, and Theatre Arts</td>
<td>2</td>
</tr>
<tr>
<td>LB 268</td>
<td>Introduction to Health Care Policy and Organization</td>
<td>3</td>
</tr>
<tr>
<td>MKT 420</td>
<td>New Product Design and Development</td>
<td>3</td>
</tr>
<tr>
<td>REL 185</td>
<td>Introduction to Religion and Nonprofits</td>
<td>3</td>
</tr>
<tr>
<td>REL 291</td>
<td>Special Topics in Religious Studies</td>
<td>3</td>
</tr>
<tr>
<td>THR 208</td>
<td>Innovation through Improvisation</td>
<td>2</td>
</tr>
</tbody>
</table>

   Effective Fall 2017.
3. Request to change the Admission to the College requirements in The Eli Broad College of Business. The University Committee on Undergraduate Education (UCUE) will consider this request.
   
a. Under the heading Admission to the College replace item 2. c. with the following:

   Writing, Rhetoric, and American Cultures 101 or 195H.

   Effective Fall 2017.

4. Request to change the Graduation Requirements for the Bachelor of Arts degree in the Eli Broad College of Business.
   
a. Under the heading Graduation Requirements for the Bachelor of Arts Degree make the following change:

   (1) In item 2. a. delete the following changes:

   ITM  309   Business Information Systems and Technology   3

   Add the following course:

   ITM  209   Business Analytics and Information Systems   3

   Effective Fall 2017.

5. Request to change the requirements for the Master of Business Administration degree in the Eli Broad College of Business. The University Committee on Graduate Studies (UCGS) will consider this request at their March 13, 2017 meeting.
   
a. Under the heading Requirements for the Master of Business Administration Degree make the following changes:

   (1) In item 1., change the total credits required from ’60’ to ’61’.

   (2) In item 1. b., change the credits required for the concentration from ’15’ to ’12’.

   (3) In item 1., add the following items d. and e.:

      d. At least two approved areas of interest (6 credits per area of interest); or a second concentration (12 credits) plus an approved area of interest (6 credits).

      e. Courses taken in an area of interest must be independent of the courses used for the concentration; and not more than 3 credits can be taken from any single department to satisfy an area of interest.

   (4) In item 3., change ’60’ credits to ’61’ credits.

   Effective Fall 2017.
6. Request to change the requirements for the Master of Science degree in Business Analytics in the Eli Broad College of Business. The University Committee on Graduate Studies (UCGS) will consider this request at its March 13, 2017 meeting.

a. Under the heading Requirements for the Master of Science Degree in Business Analytics replace item 1. with the following:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSE 881</td>
<td>Data Mining</td>
<td>3</td>
</tr>
<tr>
<td>CSE 891</td>
<td>Selected Topics</td>
<td>3</td>
</tr>
<tr>
<td>ITM 818</td>
<td>Data Management and Visualization in Analytics</td>
<td>3</td>
</tr>
<tr>
<td>ITM 881</td>
<td>Network Analytics</td>
<td>3</td>
</tr>
<tr>
<td>ITM 882</td>
<td>Analytics Practicum</td>
<td>3</td>
</tr>
<tr>
<td>or</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ITM 893</td>
<td>Business Analytics Internship</td>
<td>3</td>
</tr>
<tr>
<td>ITM 883</td>
<td>Business Analytics Problem Solving</td>
<td>2</td>
</tr>
<tr>
<td>ITM 885</td>
<td>Machine Learning and Optimization in Analytics</td>
<td>3</td>
</tr>
<tr>
<td>ITM 886</td>
<td>Communication Strategies for Analytics</td>
<td>1</td>
</tr>
<tr>
<td>ITM 888</td>
<td>Capstone: Business Analytics</td>
<td>3</td>
</tr>
<tr>
<td>STT 805</td>
<td>Statistical Modeling for Business Analytics</td>
<td>3</td>
</tr>
</tbody>
</table>

Other courses may be used to fulfill this requirement with approval of the program director. Information Technology Management 818, 882, 888, and 893 are experiential analytics project courses which engage students in analytics project work in partnership with corporate and/or non-profit organizations.

Effective Summer 2018.

7. Request to change the requirements for the Bachelor of Arts degree in Accounting in the Department of Accounting and Information Systems.

a. Under the heading Requirements for the Bachelor of Arts Degree in Accounting make the following change:

(1) Delete the following course:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC 341</td>
<td>Cost and Managerial Accounting</td>
<td>3</td>
</tr>
</tbody>
</table>

Add the following course:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC 341</td>
<td>Accounting for Management Decision Making</td>
<td>3</td>
</tr>
</tbody>
</table>

Effective Summer 2018.

8. Request to change the requirements for the Bachelor of Arts degree in Marketing in the Department of Marketing.

a. Under the heading Requirements for the Bachelor of Arts Degree in Marketing make the following changes:

(1) In item 3. a. (2) add the following courses:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT 412</td>
<td>Marketing Technology and Analytics</td>
<td>3</td>
</tr>
<tr>
<td>MKT 430</td>
<td>Key Account and Customer Relationship Management</td>
<td>3</td>
</tr>
</tbody>
</table>

Effective Fall 2017.
9. Request to change the requirements for the Master of Science degree in Marketing Research in the Department of Marketing. The University Committee on Graduate Studies (UCGS) will consider this request at their March 13, 2017 meeting.

   a. Under the heading Admission make the following changes:
      
      (1) In paragraph one under item 5., delete the statement ‘Admission is for spring term only’.
      
      (2) In paragraph three, delete item 1. a.

   b. Under the heading Requirements for the Master of Science Degree in Marketing Research make the following changes:
      
      (1) In the introductory text, change sentence two to the following:

      Students must complete an internship or company project in the summer session.

      (2) In item 1. delete the following courses:

      MKT  865  Emerging Topics in Business  6
      MKT  890  Independent Study  4

      Add the following courses:

      MKT  843  International Marketing Research  2
      MKT  864  Data Mining in Marketing  3
      MKT  867  Sampling and Research Design  3
      MKT  871  New Product and Service Research  3
      MKT  891  Special Topics in Marketing  3

      Effective Fall 2017.
1. Request to establish in the College of Communication Arts and Sciences, in collaboration with the MSU College of Law, a 3 + 3 Option for selected College of Communication Arts and Sciences students to earn a baccalaureate degree. The University Committee on Undergraduate Education (UCUE) recommended approval of this request at its January 12, 2017 meeting. The University Committee on Graduate Studies recommended approval of this request at its January 9, 2017 meeting.

a. **Background Information:**

The College of Communication Arts and Sciences, in collaboration with the MSU College of Law, offers an opportunity for selected College of Communication Arts and Sciences students to earn a baccalaureate degree after satisfactory completion of a minimum of 91 credits at Michigan State University in a major of Advertising, Communication, Journalism, or Media and Information, and a minimum of 29 credits through subsequent enrollment at the Michigan State University College of Law. Students interested in this option should consult with their college academic advisor during their first year in the college.

Admission to the MSU College of Law component of this program is limited to a small number of students who complete the specified university and college requirements and who earn a grade-point average and LSAT score that is acceptable for admission to the Michigan State University College of Law.

b. **Academic Programs Catalog Text:**

The College of Communication Arts and Sciences, in collaboration with the MSU College of Law, offers an opportunity for selected College of Communication Arts and Sciences students to earn a baccalaureate degree after satisfactory completion of a minimum of 91 credits at Michigan State University in a major of Advertising, Communication, Journalism, or Media and Information, and a minimum of 29 credits through subsequent enrollment at the Michigan State University College of Law. Students interested in this option should consult with their college academic advisor during their first year in the college.

Admission to the MSU College of Law component of this program is limited to a small number of students who complete the specified university and college requirements and who earn a grade-point average and LSAT score that is acceptable for admission to the Michigan State University College of Law.

All students in this program will complete a minimum of 91 credits at Michigan State University in a major of Advertising, Communication, Journalism, or Media and Information. The requirements for the program are as follows:

1. Completion of all the university-level graduation requirements, including integrative studies, writing, and mathematics.
2. Completion of the College of Communication Arts and Sciences college-level graduation requirements including Tier II writing, 31 credits outside of the college, and at least 11 credits at the 300-400 level.
3. Completion of the department-level requirements for a bachelor's degree in Advertising, Communication, Journalism or Media and Information.
4. Completion of a minimum of 29 credits at the Michigan State University College of Law

Upon satisfactory completion of the specified 120 credits, students in this program will be eligible for the baccalaureate degree and may apply for conferral of their degree.

Effective Fall 2017.
ENG 314  Readings In North American Literatures
Spring of every year. 3(3-0) A student may earn a maximum of 6 credits in all enrollments for this course. P: (ENG 126 or ENG 129 or ENG 140 or ENG 142 or ENG 153 or ENG 204 or ENG 205 or ENG 206 or ENG 218 or ENG 265) and (ENG 126 or ENG 129 or ENG 140 or ENG 142 or ENG 153 or ENG 204 or ENG 206 or ENG 218 or ENG 265) or ENG 210. P: (ENG 126 or ENG 129 or ENG 140 or ENG 142 or ENG 153 or ENG 204 or ENG 205 or ENG 206 or ENG 218) and (ENG 126 or ENG 129 or ENG 140 or ENG 142 or ENG 153 or ENG 204 or ENG 206 or ENG 218) or (ENG 210 or ENG 211H)
RB: 6 credits of literature. R: Not open to freshmen.
Extensive readings of texts by North American writers across genres, historical periods, and/or regions.
Effective Spring 2014 Effective Spring 2017

ENG 315  Readings in British Literatures
Fall of every year. 3(3-0) A student may earn a maximum of 6 credits in all enrollments for this course. P: (ENG 126 or ENG 129 or ENG 140 or ENG 142 or ENG 153 or ENG 204 or ENG 205 or ENG 206 or ENG 218 or ENG 265) and (ENG 126 or ENG 129 or ENG 140 or ENG 142 or ENG 153 or ENG 204 or ENG 206 or ENG 218 or ENG 265) or ENG 210. P: (ENG 126 or ENG 129 or ENG 140 or ENG 142 or ENG 153 or ENG 204 or ENG 205 or ENG 206 or ENG 218) and (ENG 126 or ENG 129 or ENG 140 or ENG 142 or ENG 153 or ENG 204 or ENG 206 or ENG 218) or (ENG 210 or ENG 211H)
RB: 6 credits of literature R: Not open to freshmen.
Extensive readings of texts from the British Isles and Empire, selected across genres, historical periods, and/or regions.
Effective Spring 2014 Effective Spring 2017

ENG 317  Readings in African and Caribbean Literatures
Fall of even years. 3(3-0) P: (ENG 126 or ENG 129 or ENG 140 or ENG 142 or ENG 153 or ENG 204 or ENG 205 or ENG 206 or ENG 218 or ENG 265) and (ENG 126 or ENG 129 or ENG 140 or ENG 142 or ENG 153 or ENG 204 or ENG 205 or ENG 206 or ENG 218 or ENG 265) or (ENG 210 or ENG 211H). P: (ENG 126 or ENG 140 or ENG 142 or ENG 153 or ENG 204 or ENG 205 or ENG 206 or ENG 218 or ENG 211H) or (ENG 210 or ENG 211H)
RB: Six credits of literature R: Open to undergraduate students in the College of Arts and Letters or in the Department of English or in the Arts and Letters - General major or in the Postcolonial and Diaspora Literature and Culture Specialization or in the English Secondary Teaching Major. R: Open to undergraduate students in the College of Arts and Letters or in the Department of English or in the Arts and Letters - General Major or in the English Secondary Teaching Major.
Extensive readings of texts by African and Caribbean writers across genres, historical periods, and regions.
SA: ENG 363, ENG 463
Effective Spring 2014 Effective Spring 2017

ENG 318  Readings in Shakespeare
Fall of every year. 3(3-0) A student may earn a maximum of 6 credits in all enrollments for this course. P: (ENG 126 or ENG 129 or ENG 140 or ENG 142 or ENG 153 or ENG 144 or ENG 204 or ENG 205 or ENG 206 or ENG 218 or ENG 265) and (ENG 126 or ENG 129 or ENG 140 or ENG 142 or ENG 153 or ENG 144 or ENG 204 or ENG 205 or ENG 206 or ENG 218 or ENG 265) or (ENG 210 or ENG 211H). P: (ENG 126 or ENG 140 or ENG 142 or ENG 153 or ENG 204 or ENG 205 or ENG 206 or ENG 218 or ENG 211H) or (ENG 210 or ENG 211H)
RB: 6 Credits of literature R: Not open to freshmen.
Extensive readings in Shakespeare’s works across genres, considered in relation to historical, cultural, and performance contexts.
SA: ENG 421
Effective Spring 2014 Effective Spring 2017
ENG 319  Readings in Michigan Literature
Spring of every year. 3(3-0) A student may earn a maximum of 6 credits in all enrollments for this course. P: {(ENG 126 or ENG 129 or ENG 140 or ENG 142 or ENG 153 or ENG 204 or ENG 205 or ENG 206 or ENG 218 or ENG 265) and (ENG 126 or ENG 129 or ENG 140 or ENG 142 or ENG 153 or ENG 204 or ENG 205 or ENG 218 or ENG 265)} or ENG 210 P: {(ENG 126 or ENG 129 or ENG 140 or ENG 142 or ENG 153 or ENG 204 or ENG 205 or ENG 206 or ENG 218) and (ENG 126 or ENG 129 or ENG 140 or ENG 142 or ENG 153 or ENG 204 or ENG 205 or ENG 206 or ENG 218)} or (ENG 210 or ENG 211H) RB: Six credits of literature R: Not open to freshmen.
Extensive readings of texts by Michigan writers across genres, historical periods, media, and/or different regions of the state.
Effective Spring 2015  Effective Spring 2017

ENG 323  Readings in Non-Fiction
Spring of every year. 3(3-0) A student may earn a maximum of 6 credits in all enrollments for this course. P: {(ENG 126 or ENG 129 or ENG 140 or ENG 142 or ENG 153 or ENG 204 or ENG 205 or ENG 206 or ENG 218 or ENG 265) and (ENG 126 or ENG 129 or ENG 140 or ENG 142 or ENG 153 or ENG 204 or ENG 205 or ENG 206 or ENG 218 or ENG 265)} or ENG 210 P: {(ENG 126 or ENG 129 or ENG 140 or ENG 142 or ENG 153 or ENG 204 or ENG 205 or ENG 206 or ENG 218) and (ENG 126 or ENG 129 or ENG 140 or ENG 142 or ENG 153 or ENG 204 or ENG 205 or ENG 206 or ENG 218) or (ENG 210 or ENG 211H) R: Not open to freshmen.
Extensive reading in major forms of literary nonfiction, with texts drawn from British, American, and Global English writers. Extensive reading in major forms of literary nonfiction in English.
Effective Spring 2014  Effective Spring 2017

ENG 324  Readings in Epic
Spring of every year. 3(3-0) A student may earn a maximum of 6 credits in all enrollments for this course. P: {(ENG 126 or ENG 129 or ENG 140 or ENG 142 or ENG 153 or ENG 204 or ENG 205 or ENG 206 or ENG 218 or ENG 265) and (ENG 126 or ENG 129 or ENG 140 or ENG 142 or ENG 153 or ENG 204 or ENG 205 or ENG 206 or ENG 218 or ENG 265) or ENG 310 P: {(ENG 126 or ENG 129 or ENG 140 or ENG 142 or ENG 153 or ENG 204 or ENG 205 or ENG 206 or ENG 218) and (ENG 126 or ENG 129 or ENG 140 or ENG 142 or ENG 153 or ENG 204 or ENG 205 or ENG 206 or ENG 218) or (ENG 210 or ENG 211H) R: Not open to freshmen.
Extensive reading of works in the ancient, medieval and/or early modern epic traditions.
Forms of epic as produced within specific social and historical circumstances.
SA: ENG 477A
Effective Spring 2014  Effective Spring 2017

ENG 325  Readings in Graphic Narrative
Spring of every year. 3(3-0) A student may earn a maximum of 6 credits in all enrollments for this course. P: {(ENG 126 or ENG 129 or ENG 140 or ENG 142 or ENG 153 or ENG 204 or ENG 205 or ENG 206 or ENG 218 or ENG 265) and (ENG 126 or ENG 129 or ENG 140 or ENG 142 or ENG 153 or ENG 204 or ENG 205 or ENG 206 or ENG 218 or ENG 265) or ENG 310 P: {(ENG 126 or ENG 129 or ENG 140 or ENG 142 or ENG 153 or ENG 204 or ENG 205 or ENG 206 or ENG 218) and (ENG 126 or ENG 129 or ENG 140 or ENG 142 or ENG 153 or ENG 204 or ENG 205 or ENG 206 or ENG 218) or (ENG 210 or ENG 211H) RB: Six credits of literature R: Not open to freshmen.
Extensive Readings of graphic narratives across genres, historical periods, and/or print cultures and national traditions
Effective Spring 2015  Effective Spring 2017
ENG 326  Readings in Drama and Performance Studies  
Fall of every year. 3(3-0) A student may earn a maximum of 6 credits in all enrollments for this course. P: {(ENG 126 or ENG 129 or ENG 140 or ENG 142 or ENG 153 or ENG 204 or ENG 205 or ENG 206 or ENG 218 or ENG 265) and (ENG 126 or ENG 129 or ENG 140 or ENG 142 or ENG 153 or ENG 204 or ENG 205 or ENG 206 or ENG 218 or ENG 265)} or ENG 210. P: {(ENG 126 or ENG 129 or ENG 140 or ENG 142 or ENG 153 or ENG 204 or ENG 205 or ENG 206 or ENG 218)} or (ENG 210 or ENG 211H). R: Not open to freshmen.  
Extensive readings in plays from the sixteenth century to the present. Focus on a range of dramatic forms and cultural expression through performance, and specific social or historical circumstances. Effective Spring 2014 Effective Spring 2017

ENG 328  Readings in Novel and Narrative  
Fall of every year. 3(3-0) A student may earn a maximum of 6 credits in all enrollments for this course. P: {(ENG 126 or ENG 129 or ENG 140 or ENG 142 or ENG 153 or ENG 204 or ENG 205 or ENG 206 or ENG 218 or ENG 265) and (ENG 126 or ENG 129 or ENG 140 or ENG 142 or ENG 153 or ENG 204 or ENG 205 or ENG 206 or ENG 218 or ENG 265)} or ENG 210. P: {(ENG 126 or ENG 129 or ENG 140 or ENG 142 or ENG 153 or ENG 204 or ENG 205 or ENG 206 or ENG 218)} or (ENG 210 or ENG 211H). R: Not open to freshmen. Extensive readings in the novel from a range of centuries and traditions. Forms of the novel within specific social and historical circumstances. Narrative aesthetics and form of the novel. Effective Spring 2014 Effective Spring 2017

ENG 329  Readings in Poetry and Poetics  
Fall of every year. 3(3-0) A student may earn a maximum of 6 credits in all enrollments for this course. P: {(ENG 126 or ENG 129 or ENG 140 or ENG 142 or ENG 153 or ENG 204 or ENG 205 or ENG 206 or ENG 218 or ENG 265) and (ENG 126 or ENG 129 or ENG 140 or ENG 142 or ENG 153 or ENG 204 or ENG 205 or ENG 206 or ENG 218 or ENG 265)} or ENG 210. P: {(ENG 126 or ENG 129 or ENG 140 or ENG 142 or ENG 153 or ENG 204 or ENG 205 or ENG 206 or ENG 218) and (ENG 126 or ENG 129 or ENG 140 or ENG 142 or ENG 153 or ENG 204 or ENG 205 or ENG 206 or ENG 218)} or (ENG 210 or ENG 211H). R: Not open to freshmen. Extensive reading in poetry in English from a range of centuries and traditions. Forms of poetry within specific social and historical circumstances. Aesthetics of language and fundamentals of poetics. Effective Spring 2014 Effective Spring 2017

ENG 340  Theory and Methods of Popular Culture Studies  
Spring of every year. 3(3-0) P: {(ENG 126 or ENG 129 or ENG 140 or ENG 142 or ENG 153 or ENG 204 or ENG 205 or ENG 206 or ENG 218 or ENG 265) and (ENG 126 or ENG 129 or ENG 140 or ENG 142 or ENG 153 or ENG 204 or ENG 205 or ENG 206 or ENG 218 or ENG 265)} or (ENG 210 or ENG 260 or ENG 320A or concurrently) or (ENG 320B or concurrently) or (ENG 320C or concurrently). P: {(ENG 126 or ENG 129 or ENG 140 or ENG 142 or ENG 153 or ENG 204 or ENG 205 or ENG 206 or ENG 218) and (ENG 126 or ENG 129 or ENG 140 or ENG 142 or ENG 153 or ENG 204 or ENG 205 or ENG 206 or ENG 218)} or (ENG 210 or ENG 211H or (ENG 320A or concurrently) or (ENG 320B or concurrently) or (ENG 320C or concurrently)). R: Six credits of literature R: Not open to freshmen. Examination of the theories and methods of studies in popular culture. Effective Spring 2015 Effective Spring 2017
ENG 342  Readings in Popular Literary Genres  
Fall of every year. 3(3-0) A student may earn a maximum of 6 credits in all enrollments for this course.  
P: ((ENG 126 or ENG 129 or ENG 140 or ENG 142 or ENG 153 or ENG 204 or ENG 205 or ENG 206 or ENG 218 or ENG 265) and (ENG 126 or ENG 129 or ENG 140 or ENG 142 or ENG 153 or ENG 204 or ENG 205 or ENG 208 or ENG 218 or ENG 265)) or ENG 241) and Completion of Tier I Writing Requirement  
PB: ((ENG 126 or ENG 129 or ENG 140 or ENG 142 or ENG 153 or ENG 204 or ENG 205 or ENG 206 or ENG 218 or ENG 265) or (ENG 210 or ENG 211H)) and Completion of Tier I Writing Requirement  
RB: 6 credits of literature for non-majors.  
R: Not open to freshmen.  
Extensive reading within a particular genre of popular literature such as science fiction, crime fiction or Gothic, with attention to media other than print.  
Effective Spring 2014  
Effective Spring 2017  

ELI BROAD COLLEGE OF BUSINESS  

ACC 201  Principles of Financial Accounting  
Fall of every year. Spring of every year. Summer of every year. 3(3-0)  
P: Open to sophomores or juniors or seniors in the Eli Broad College of Business and The Eli Broad Graduate School of Management and open to undergraduate students in the School of Hospitality Business.  
R: Open to undergraduate students in the Business - Admitted major and open to undergraduate students in the School of Hospitality Business.  
Purpose and content of corporate financial statements with emphasis on interpretation and understanding the effects of various transactions on these statements. Basic principles, conventions and concepts related to financial statements. Measurement of assets, liabilities, revenues and expenses. International accounting concepts.  
Effective Fall 2015  
Effective Fall 2017  

ACC 202  Principles of Management Accounting  
Fall of every year. Spring of every year. Summer of every year. 3(3-0)  
P: Open to sophomores or juniors or seniors in the Eli Broad College of Business and The Eli Broad Graduate School of Management.  
R: Open to undergraduate students in the Business - Admitted major.  
Management uses of accounting information. Costing products and services, planning and budgeting, performance measurement, control of organizational activities, and decision making.  
Effective Fall 2015  
Effective Fall 2017  

ACC 341  Cost and Managerial Accounting  
Accounting for Management Decision Making  
Fall of every year. Spring of every year. Summer of every year. 3(3-0)  
P: ACC 300 and STT 315 and MKT 317  
Cost accumulation and allocation systems, cost behavior and estimations, and cost analysis for planning and control decisions. Identification of relevant accounting information for management decision making, planning and control. Evaluation of cost accounting system design choices for decision usefulness and effectiveness of performance measurement.  
Effective Spring 2013  
Effective Summer 2018  

ITM 209  Business Analytics and Information Systems  
Fall of every year. Spring of every year. Summer of every year. 3(3-0)  
P: Open to sophomores in the Eli Broad College of Business and The Eli Broad Graduate School of Management and open to undergraduate students in the Information Technology Minor.  
R: Open to undergraduate students in the Business - Admitted major and open to undergraduate students in the Information Technology Minor.  
Use of business processes, information technologies, and analytics in creating value and enabling improvements in global business performance.  
SA: BUS 309, ITM 309  
Effective Fall 2016  
Effective Fall 2017
ITM 818  Introduction to Business Analytics  
Data Management and Visualization in Analytics  
Fall of every year. 3(3-0) R: Open to graduate students. Approval of department. R: Open to graduate students in the Business Analytics Major or approval of department. 
Importance of digitized business processes and data analytics are essential to the performance and competitive advantage of a modern corporation. Different approaches for strategic data management and business analytics. Real-world cases of successes and failures with analytics-based business strategies. Role of analytics in shaping competitive strategy and improving the design and implementation of business processes. Emphasis on enterprise data management and visualization skill development. Analysis of enterprise data identifying findings and making recommendations. Real-world cases of successes and failures with analytics-based business strategies. 
Effective Fall 2012 Effective Summer 2018

ITM 883  Business Analytics Problem Solving  
Spring of every year. 1 to 3 credits. R: Open to graduate students in the Business Analytics Major or approval of department. 
NEW  Statistical techniques, use of statistical software platform, exposure to statistical programming languages. 
Effective Fall 2017

ITM 885  Machine Learning and Optimization in Analytics  
Fall of every year. 1 to 3 credits. R: Open to graduate students in the Business Analytics Major or approval of department. 
NEW  Applying different machine learning and optimization techniques to solve organizational problems. 
Effective Fall 2017

ITM 886  Communication Strategies for Analytics  
Spring of every year. 1 to 3 credits. R: Open to graduate students in the Business Analytics Major or approval of department. 
NEW  Professional communication skills, from basic business writing techniques to cutting-edge digital and social-media strategies. 
Effective Fall 2017

BUS 250  Business Communications: Oral and Written Skills  
Fall of every year. Spring of every year. Summer of every year. 3(3-0) P: Completion of Tier I Writing Requirement R: Open to undergraduate students in the Eli Broad College of Business and The Eli Broad Graduate School of Management. R: Open to undergraduate students in the Business - Admitted major. 
Communication skills including use of digital media, delivery mechanics, persuasive speaking, and preparation of executive briefs, memos, email messages. 
Effective Fall 2016 Effective Fall 2017

GBL 490  Independent Study  
Fall of every year. Spring of every year. Summer of every year. 1 to 3 credits. A student may earn a maximum of 6 credits in all enrollments for this course. P: GBL 395 or GBL 395H P: GBL 385 R: Open to graduate students. Approval of department. Program of observation and work in selected business firms and government. Supervised independent research on selected legal topics. 
Effective Spring 2013 Effective Fall 2018

GBL 491  Topics in Business Law  
Fall of every years. 1 to 4 credits. A student may earn a maximum of 9 credits in all enrollments for this course. P: GBL 395 or GBL 395H P: GBL 385 Current and emerging issues in business law to supplement and enrich existing courses. 
Effective Spring 2013 Effective Fall 2018
MGT 325  Management Skills and Processes
Fall of every year. Spring of every year. Summer of every year. 3(3-0) R: Open to juniors or seniors and not open to students in the Accounting major or in the Finance Major or in the Human Resource Management Major or in the Management Major or in the Marketing Major or in the Supply Chain Management Major or in the Business - Admitted major or in the Business-Preference major or in the Hospitality Business Major. R: Open to juniors or seniors and not open to students in the Accounting major or in the Finance Major or in the Marketing Major or in the Supply Chain Management Major or in the Business - Admitted major or in the Business-Preference major or in the Human Resource Management Major or in the Management Major.
Managerial skills and processes in goal-directed institutions.
SA: MGT 302
Effective Spring 2017 Effective Spring 2018

MGT 352  Entrepreneurship: New Venture Process
Spring of every year. 3(3-0) P: ACC 202
P: ACC 202 or ACC 230 R: Open to juniors or seniors in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the Retail Management Minor and not open to students in the School of Hospitality Business.
Becoming an entrepreneur. Developing successful business ideas. Moving from an idea to an entrepreneurial firm. Managing and growing an entrepreneurial firm.
Effective Spring 2017 Effective Spring 2018

MKT 839  Experiential Learning in Digital Marketing
Spring of every year. 1 to 3 credits. A student may earn a maximum of 3 credits in all enrollments for this course. P: MBA 820 or approval of department R: Open to MBA students or approval of department.
NEW Classroom and field experience on digital marketing with a focus on the development, assessment, and optimization of paid search campaigns. The course will move students through problem recognition, strategy development, deployment, assessment, revision, and ultimately report out to a client.
Effective Spring 2018

MKT 843  International Marketing Research
Fall of every year. Spring of every year. 1 to 3 credits. A student may earn a maximum of 3 credits in all enrollments for this course. R: Open to master’s students in the Marketing Research major or approval of department.
NEW Students will explore and assess international research from various elements of the marketing research process. Included in this assessment will be globalization, the research planning process (business problem and research objectives identification), research design, International qualitative/quantitative approaches, analysis, reporting/storytelling, and an assessment of various global regions among other topics.
Effective Fall 2017

MKT 867  Sampling and Research Design
Fall of every year. Spring of every year. 1 to 3 credits. A student may earn a maximum of 3 credits in all enrollments for this course. R: Open to master’s students in the Marketing Research major or approval of department.
NEW The course is designed to introduce students to a variety of concepts in the research design and the data collection stages of the marketing research process, including experimental design, survey/questionnaire design, sampling, and data collection.
Effective Fall 2017

MKT 871  New Product and Service Research
Fall of every year. 1 to 3 credits. A student may earn a maximum of 3 credits in all enrollments for this course. R: Open to master’s students in the Marketing Research major or approval of department.
NEW This course is designed to focus on improving the student's understanding of innovation and new product development with an explicit focus on techniques for researching new product concepts and driving innovation.
Effective Fall 2017
MKT 890  Independent Study  
Fall of every year. Spring of every year. Summer of every year. 1 to 3 credits. A student may earn a maximum of 6 credits in all enrollments for this course. RB: MBA 820 or MKT 805 R: Open to master's students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the Marketing Research major or approval of department.  
Faculty supervised independent study  
Request the use of ET-Extension to postpone grading.  
The work for the course must be completed and the final grade reported within 1 semester after the end of the semester of enrollment.  
SA: MSC 890  
Effective Fall 2013 Effective Fall 2017

SCM 371  Procurement and Supply Management  
Fall of every year. Spring of every year. Summer of every year. 3(3-0) P: SCM 303 R: Open to juniors or seniors in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the Applied Engineering Sciences major or in the Sales Communication Specialization. R: Open to juniors or seniors in the Supply Chain Management Major or in the Applied Engineering Sciences Major or in the Sales Leadership Minor or approval of department.  
Strategic issues in procurement and supply management. Purchasing process, procurement cycle, purchasing research, relationships with suppliers, negotiation, and commodity planning. Cost, price, and value analysis.  
SA: MGT 401, MSC 401, MSC 371  
Effective Spring 2013 Effective Spring 2018

SCM 372  Manufacturing Planning and Control  
Fall of every year. Spring of every year. Summer of every year. 3(3-0) P: (SCM 303 and MKT 317) or (SCM 303 and STT 351) P: SCM 303 and MKT 317 R: Open to juniors or seniors in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the Applied Engineering Sciences major. R: Open to juniors or seniors in the Supply Chain Management Major or in the Applied Engineering Sciences Major or approval of department.  
Production planning, demand management, master scheduling, materials requirements, and capacity planning. Shop floor control, computer-integrated manufacturing, and just-in-time systems.  
SA: MGT 402, MSC 402, MSC 372  
Effective Spring 2013 Effective Spring 2018

SCM 373  Logistics and Transportation Management  
Fall of every year. Spring of every year. Summer of every year. 3(3-0) P: SCM 303 and (MKT 317 or concurrently) P: SCM 303 and MKT 317 R: Open to juniors or seniors in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the Applied Engineering Sciences major. R: Open to juniors or seniors in the Supply Chain Management Major or in the Applied Engineering Sciences Major.  
Microanalysis of logistics and transportation services. Customer service, distribution operations, purchasing, order processing, facility design and operations, carrier selection, transportation costing, and negotiation.  
SA: MSC 442, MSC 373  
Effective Spring 2013 Effective Spring 2018

COLLEGE OF COMMUNICATION ARTS AND SCIENCES

MI 227  Concept Design for Games, Film, and TV  
Fall of every year. Spring of every year. 3(2-2) P: CAS 116 R: Open to students in the Department of Media and Information or in the Game Design and Development Minor or in the Fiction Filmmaking Minor.  
NEW  
Introduction to theories and techniques for generating concept art and design for games, films, TV, and animations.  
Effective Fall 2017
MI 333  Advanced Game Development
Spring of every year. 3(2-2) P: MI 231 or CSE 231 R: Open to students in the Department of Media and Information or in the Department of Computer Science and Engineering or in the Game Design and Development Minor.

NEW  Advanced concepts in planning, implementing, and troubleshooting applications and interfaces for games and interactive media.
Effective Fall 2017

COLLEGE OF EDUCATION

TE 865  Teaching and Learning K-12 Social Studies
Fall of every year, Summer of every year. 3(3-0)
Purposes for teaching and learning social studies. Developing citizenship, social science reasoning, and content knowledge with diverse learners.
Effective Summer 2009 Effective Summer 2017