PART I – NEW ACADEMIC PROGRAMS AND PROGRAM CHANGES

COLLEGE OF COMMUNICATION ARTS AND SCIENCES

1. Request to change the requirements for the Bachelor of Arts degree in Journalism in the School of Journalism.

The concentrations in the Bachelor of Arts degree in Journalism are noted on the student’s academic record when the requirements for the degree have been completed.

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

   (1) Delete the Journalism Education concentration.

   (2) In the note following the concentrations, add the Media Photography minor to the list of minors available to choose from.

   (1) Replace item d. (2) with the following:

   Civics: One of the following courses (3 credits):
   PLS  313  American Public Policy        3
   PLS  320  Judicial Politics                    3
   PLS  324  Congress                              3
   PLS  325  The Presidency                    3
   PLS  334  Campaigns and Elections            3

Effective Fall 2021.
PART II - NEW COURSES AND CHANGES

COLLEGE OF ARTS AND LETTERS

GD 460  Graphic Design II: Visual Communication
Fall of every year. Spring of every year. 3(0-6)  P: (GD 360 or STA 360) and (GD 365 or STA 366)
P: (GD 360) and GD 365 RB: Understanding of how to use a personal computer and web browsers.
   Advance from the analysis of form to the meaning of form. Synthesis of form and content will progress towards cohesive communication systems.
   SA: STA 460
   Effective Summer 2018 Effective Fall 2020

GRM 201  Second-Year German I
Fall of every year. Spring of every year. 3(3-0) P: (GRM 102) or designated score on German Placement test R: Approval of department.
   Intermediate-level development of all language skills. Reading, viewing, and discussion of a broad range of cultural materials from the German-speaking world.
   Effective Summer 2020 Effective Summer 2021

LIN 225  Language and Gender
Fall of every year. Spring of every year. Summer of every year. 3(3-0) Interdepartmental with Women's Studies.
   Gender and language in societies around the world. Issues such as status, power and politeness in monolingual and multilingual societies. The role of gender in language development, language variation and language change.
   Effective Fall 2015 Effective Fall 2020

LIN 824  Phonological Theory I
Fall of every year. Spring of every year. 3(3-0) RB: LIN 424
   Major phonological theories, argumentation, and advanced skills of phonological analysis.
   Effective Fall 2000 Effective Fall 2020

LIN 825  Phonological Theory II
Fall of every year. Spring of every year. 3(3-0) RB: LIN 824
   Issues in phonology. Current controversies and trends of research in phonology.
   Effective Fall 2000 Effective Spring 2021

REL 215  The Sound Of World Religions: Music, Chant, and Dance
Music and Religion
Fall of even years. 3(3-0)
   Introduction to the lived experience of world religions through investigation of their sacred songs.
   Effective Spring 2015 Effective Spring 2021

REL 232  Islam in America
Fall of every year. Spring of every year. 3(3-0)
NEW This course will introduce students to the history and evolution of Islam in America.
   Effective Spring 2021

REL 285  Introduction to Social Entrepreneurship and Religion
Summer of every year. 3(3-0)
NEW Social entrepreneurship, nonprofits and religious organizations in the U.S. Role of religion and religious organizations in social innovation and entrepreneurship. Social change in civil society. Business plan creation.
   Effective Fall 2020
FRN 201  Second-Year French I  
Fall of every year. Spring of every year. 4(4-0) P: (FRN 102 or FRN 150) or designated score on French Placement test  
P: (FRN 102) or designated score on French Placement test  
Intermediate-level review and development of aural comprehension, speaking, reading, and writing skills. Topics in the cultures of the French-speaking world.  
**Effective Spring 2014**  
**Effective Fall 2020**

WRA 810  Writing, Composing, Designing, Making  
Fall of every year. 3 credits. R: Open to graduate-professional students in the Department of Writing, Rhetoric and American Cultures.  
NEW  
Practices of writing, composing, designing, and making primarily digital texts. Practice informed by current topics in and theories of professional and technical writing, cultural rhetorics, including critical making and multimodal composing.  
**Effective Fall 2021**

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**ELI BROAD COLLEGE OF BUSINESS**

BUS 292  Special Topics In Business Abroad  
Fall of every year. Spring of every year. Summer of every year. 1 to 6 credits. A student may earn a maximum of 6 credits in all enrollments for this course. R: Open to undergraduate students in the The Eli Broad College of Business or in the Accounting major or in the Business - Admitted major or in the Business-Preference 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 Hospitality Business Major or approval of college.  
NEW  
Basic introduction to the functional fields in business and their interrelationship. Review of fundamental concepts and principles of business abroad.  
**Effective Spring 2021**

BUS 393  Business Service Learning Abroad  
Fall of every year. Spring of every year. Summer of every year. 1 to 6 credits. A student may earn a maximum of 6 credits in all enrollments for this course. R: Open to undergraduate students in the The Eli Broad College of Business or in the Accounting major or in the Business - Admitted 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-Preference major or approval of college.  
NEW  
Civil engagement practices and theories. Impact of non-profit organizations, practices of engaged citizenship. Volunteer placements at civic organizations.  
**Effective Spring 2021**

BUS 492  Special Topics In Business Abroad  
Fall of every year. Spring of every year. Summer of every year. 1 to 6 credits. A student may earn a maximum of 6 credits in all enrollments for this course. R: Open to undergraduate students in the The Eli Broad College of Business or 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 Hospitality Business Major or approval of college.  
NEW  
Introduction to advance functional fields in business and their interrelationships abroad.  
Review of fundamental concepts and principles of business abroad.  
**Effective Spring 2021**

BUS 493  Business Internship  
Fall of every year. Spring of every year. Summer 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 undergraduate students in the The Eli Broad College of Business or in the Accounting major or in the Business - Admitted major or in the Finance Major or in the Hospitality Business 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 approval of college.  
NEW  
Supervised professional or internship experience in agencies or businesses related to the student's major field of study.  
Request the use of the Pass-No Grade (P-N) system.  
**Effective Spring 2021**
EMB 801  Business Unit Strategy  
Fall of every year. Summer of every year. 1 to 2 credits. R: Open to Executive MBA students.  
Positioning the firm for competitive advantage. Institutional and corporate control.  
Organizational design.  
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.  
DELETE COURSE  
Effective Spring 2020

EMB 802  Financial Accounting Concepts  
Fall of every year. Summer of every year. 2(2-0) R: Open to Executive MBA students.  
Financial statement relationships and analysis. Role of accounting in capital markets.  
Contemporary financial reporting issues.  
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: ACC 802  
DELETE COURSE  
Effective Spring 2020

EMB 812  Accounting for Decision Making and Control  
Fall of every year. 2(2-0) P: EMB 802 or concurrently R: Open to Executive MBA students.  
Use of financial and non-financial data for decision making, planning, performance evaluation, control, and strategy implementation.  
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: ACC 812  
DELETE COURSE  
Effective Spring 2020

EMB 820  Marketing Operations and Innovation  
Spring of every year. Summer of every year. 2(2-0) R: Open to Executive MBA students.  
Concepts, methods, and applications of decision-making to address marketing issues such as market segmentation and positioning, new product development, promotional and distribution strategies. Techniques to model and analyze marketing decision problems to ensure optimal performance results.  
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.  
DELETE COURSE  
Effective Spring 2020

EMB 821  Corporate Finance  
Fall of every year. Spring of every year. 3(3-0) R: Open to Executive MBA students.  
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: FI 821  
DELETE COURSE  
Effective Spring 2020
PART II - NEW COURSES AND CHANGES – continued - 5
September 10, 2020

EMB 822  Managing Supply Chains and Lean Operations
Fall of every year. Spring of every year. 2 to 3 credits. R: Open to Executive MBA students.
Integrative approach to product design, development, and delivery. Flow of products from concept development through delivery to the final user. Product and process development, managing information and product flows. Total quality management. Resource and capacity management.
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.
DELETE COURSE
Effective Spring 2020

EMB 828  Strategic and International Marketing
Fall of every year. Summer of every year. 1 to 2 credits. R: Open to Executive MBA students.
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.
DELETE COURSE
Effective Spring 2020

EMB 831  Law and Business
Spring of every year. Summer of every year. 1(1-0) R: Open to Executive MBA students.
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: GBL 859
DELETE COURSE
Effective Spring 2020

EMB 845  Entrepreneurship
Fall of every year. Summer of every year. 1(1-0) R: Open to Executive MBA students.
Process of planning, starting, and positioning new businesses which link directly to customer requirements. Understanding unmet market opportunity due to competitive gaps or customer needs for both consumer and industrial products and services.
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 832
DELETE COURSE
Effective Spring 2020

EMB 847  Business Decision Making and Marginal Analysis
Fall of every year. Summer of every year. 2 to 3 credits. R: Open to Executive MBA students.
Application and interpretation of analytical models to support decision making. Topics include understanding the selection of appropriate analytical tools for a given problem, the interpretation of statistical results, and decision analysis.
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.
DELETE COURSE
Effective Spring 2020
EMB 856  Human Resources and Critical Organizational Transitions
Fall of every year. Spring of every year. Summer of every year. 1 to 3 credits. R: Open to Executive MBA students.
Managing human resources to support significant changes in business configuration and strategy, including mergers and acquisitions, outsourcing and workforce reductions, and globalization. Evaluation of the effectiveness of the human resource management function.
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.
DELETE COURSE
Effective Spring 2020

EMB 861  Strategic Management of Information Technology
Spring of every year. 2(2-0) R: Open to Executive MBA students.
Role of Information Technology (IT) in creating organizational efficiency, competitive differentiation and advantage. Examines various IT investment types and effective strategies for leveraging IT value.
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.
DELETE COURSE
Effective Spring 2020

EMB 863  Strategy Process: Generation and Implementation
Spring of every year. Summer of every year. 2(2-0) R: Open to Executive MBA students.
Managing strategic processes in the firm. Integration of environmental factors, industry dynamics, organizational resources, and management functions in the analysis and solution of strategic issues.
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.
DELETE COURSE
Effective Spring 2020

EMB 865  Business Ethics and Professional Responsibility
Spring of every year. 2(2-0) R: Open only to students in the Executive M.B.A Program.
Alternative ethical prescriptions for business and for enterprise managers and their evolution with globalization of the markets. Societal expectations of what constitutes responsible and irresponsible business behavior. Government regulation and changes in corporate governance as alternatives to conformity to ethical prescriptions. Negotiation and reconciliation of conflicting ethical prescriptions, governance procedures, and the regulatory environment.
DELETE COURSE
Effective Spring 2020

EMB 866  Managing Teams and Negotiations
Fall of every year. Summer of every year. 1 to 2 credits. R: Open to Executive MBA students.
Development of team management and negotiation capabilities. Group decision making, conflict management, and resolution.
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.
DELETE COURSE
Effective Spring 2020
EMB 877  Leadership Development
Fall of every year. Summer of every year. 1(1-0) R: Open to Executive MBA students.
Identification of underlying competencies important for leadership success. Assessment of student's current leadership competencies and development of an improvement plan. Disclosure of how the student's leadership behaviors are perceived by multiple sources in the organization and use of this knowledge to further enhance leadership effectiveness. 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. DELETE COURSE Effective Spring 2020

EMB 887  Business Assessment and Operational Excellence
Fall of every year. Spring of every year. Summer of every year. 2(2-0) A student may earn a maximum of 4 credits in all enrollments for this course. R: Open to graduate students in the Master of Business Administration in Business Administration. Approval of department. Strategically assess the capabilities of an organization or business unit. Identify gaps in organizational capabilities and constraints to realizing value. Develop a solution and implementation plan to remove an existing constraint(s). Request the use of ET-Extension to postpone grading. The work for the course must be completed and the final grade reported within 2 semesters after the end of the semester of enrollment. DELETE COURSE Effective Spring 2020

EMB 891  Special Topics in Executive Management
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. R: Open only to students in the Executive M.B.A. program. Faculty-supervised study in special topics relevant to business executives. DELETE COURSE Effective Spring 2020

FI 321  Theory of Investments
Fall of every year. Spring of every year. 3(3-0) P: FI 311 P: FI 311 or FI 320 R: Open to juniors or seniors in the Actuarial Science Major or in the Actuarial Science Minor or in the Economics Major. Not open to students with credit in FI 312. Theoretical analysis of common stocks, bonds, options and futures. Tradeoff between risk and return, market efficiency, efficient portfolios and CAPM. Cash flow evaluation and option evaluation. Effective Spring 2018 Effective Spring 2021

FI 460  Estate and Income Tax Planning
Fall of every year. 3(3-0) R: Open to juniors or seniors in the Eli Broad College of Business and The Eli Broad Graduate School of Management. C: FI 370 concurrently. NEW This course examines estate planning and income tax planning issues that are pertinent for the financial planner and wealth management advisor. Effective Spring 2021
MGT 225  Women Leadership in Business  
Fall of every year. Spring of every year. 1 to 2 credits. R: Open to sophomores or juniors or seniors in the Accounting major or in the Finance Major or in the Hospitality Business Major or in the Marketing Major or in the Supply Chain Management Major or in the Business - Admitted major or in the Human Resource Management Major or in the Management Major or approval of department.

NEW  The class will investigate the status of women in business today and the importance of diversity (gender and otherwise) in building innovative companies. It will help students: 1) identify their leadership values; 2) build skills to lead by those values; and 3) identify sources of support needed for achieving success as business leaders, finding career/family balance and maintaining physical and mental well-being. As men will have female colleagues and likely manage women in their careers, they are encouraged to enroll in the class.

Effective Fall 2021

MGT 852  Entrepreneurship: Recognizing New Venture Opportunities  
Spring of every year. 1 to 3 credits. P: MBA 824 or MGT 824 R: Open to graduate students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department.

NEW  Appropriate techniques required to recognize new venture opportunities. Develop and evaluate ideas to determine whether they could become a viable new venture.

Effective Spring 2021

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 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 2018 Effective Spring 2021

SCM 462  End-to-End Supply Chain Management Simulation  
Fall of every year. Spring of every year. 1(1-0) R: Open to seniors in the Department of Supply Chain Management or approval of department.

Simulation exercise and competition in the design and operation of global supply chains

Effective Fall 2017 Effective Spring 2021

SCM 463  Supply Chain Enterprise Resource Planning Applications  
On Demand. 1 to 3 credits. R: Open to seniors in the Department of Supply Chain Management or approval of department.

Workshop with hands-on experience in enterprise resource planning applications.

Effective Spring 2019 Effective Spring 2021

SCM 470  Supply Chain Application and Policy (W)  
Integrated Supply Chain Management Capstone. (W)  
Fall of every year. Spring of every year. Summer of every year. 3(3-0) P: (SCM 371 and SCM 372 and SCM 373) and completion of Tier I writing requirement R: Open to seniors in the Supply Chain Management Major.

Analysis and problem solving of supply chain management cases, specifically purchasing, operations, and logistics problems.

SA: MSC 470

Effective Fall 2019 Effective Spring 2021
SCM 472  Supply Chain Industry Applications
Experiential Learning with Industry Problems in Supply Chain  (W)
Spring of every year. 3(3-0) P: (SCM 371 and SCM 372 and SCM 373) and completion of Tier I writing requirement R: Open to seniors in the Department of Supply Chain Management. Not open to students with credit in SCM 470.
Integrated analysis and problem solving of supply chain management applications in collaboration with Engineering. Purchasing, manufacturing, logistics, and transportation as an integrated supply chain.
Effective Fall 2017 Effective Spring 2021

SCM 479  Supply Chain Cost Management
Supply Chain Cost Analysis and Application
Fall of every year. Spring of every year. 2(2-0) P: SCM 371 R: Open to juniors or seniors in the Supply Chain Management Major.
Pricing and cost management basics, cost models, parametric cost modeling, process mapping for cost management, total cost of ownership, target costing for purchased materials, value analysis and value engineering, using cost analysis to support purchase negotiations, current trends in cost management.
SA: MSC 479
Effective Fall 2015 Effective Spring 2021

COLLEGE OF COMMUNICATION ARTS AND SCIENCES

CAS 214  Social Media and the Start-up
Spring of every year. Summer of every year. 3(3-0) Interdepartmental with Writing, Rhetoric and American Cultures. P: BUS 190 and CAS 114 P: CAS 114 R: Open to undergraduate students in the Entrepreneurship and Innovation Minor.
Introduction to using digital spaces and social media to propel entrepreneurship ideas forward. Survey of how businesses and organizations' websites, videos, podcasts, and social media presence brand products and organizations. Website, mobile and social media presence to promote entrepreneurial idea.
Effective Spring 2017 Effective Summer 2021

JRN 375
JRN 265  International Journalism and Media
Fall of every year. 3(3-0)
Survey of media and journalism news systems around the world. Contemporary issues in international journalism. Press theory and effects on press freedom and media independence. Foreign correspondence reporting.
SA: JRN 335
Effective Fall 2015 Effective Fall 2020

JRN 475
JRN 365  International News and Government Dynamics
Spring of every year. 3(3-0) A student may earn a maximum of 6 credits in all enrollments for this course. R: Not open to freshmen.
Comparative features of global media and coverage within regional contexts that rotate each year: Latin America and the Caribbean; Africa and the Middle East; Europe; or Asia and the Pacific. Historical influences and impact of state-press relations and communications technologies.
Effective Summer 2016 Effective Fall 2020

MUS 465  Music in Early Childhood
Fall of every year. 2(2-0) R: Not open to freshmen or sophomores and open to students in the Music Education Major.
Music learning activities and teaching strategies for children ages three to six. Music learning activities and teaching strategies for children ages birth to 5.
Effective Fall 2015 Effective Fall 2020
MUS 830  Research Methods and Materials in Music
Fall of every year. Spring of every year. 1 to 3 credits. 3(3-0) A student may earn a maximum of 3 credits in all enrollments for this course. R: Open to graduate students in the College of Music. Organization, presentation, and documentation of research. Encyclopedias, indices, databases, and other aids. Effective Fall 2007 Effective Fall 2020

MUS 883  Advanced Computer Music Projects
Fall of every year. Spring of every year. 1 to 4 credits. A student may earn a maximum of 12 credits in all enrollments for this course. P: MUS 882 or MUS 441 or approval of college R: Open to graduate students in the College of Music or in the Computer Science Major. Techniques and principles of composition and research with computers. Use of computer hardware and software. Effective Fall 2007 Effective Summer 2020