

BROOKLYN COLLEGE
OF
THE CITY UNIVERSITY OF NEW YORK
FACULTY COUNCIL

Meeting of 2/8/2011

The Committee on Graduate Curriculum and Degree Requirements herewith submits its recommendations in Curriculum Document 200

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Respectfully submitted,

Jennifer Ball – Art
James Cox – Computer and Information Science
Namulundah Florence – Education, Chair
Renison Gonsalves – English
Atiba Griffith—Student Representative
Frimette Kass-Shraibman– Accounting

Members of Faculty Council with any questions are urged to contact Namulundah Florence at NFlorence@brooklyn.cuny.edu or (718) 951-3893 prior to the meeting.

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SECTION A-III: CHANGES IN A DEGREE PROGRAM
Department of Finance and Business Management

M.S. in Business Economics
HEGIS code 0517, SED program code 01895

A business economics degree can provide students with a variety of career paths ranging from public policy to international finance to banking. The Finance and Business Management and Economics Departments offer a 33-credit master of science degree in business economics with ~~two~~ three options for specialization: economic analysis, ~~or~~ global business and finance, or accounting. Option one is more flexible and allows students to explore different areas of economics including health economics, public finance and public policy, and international trade. Option two is more focused and is expressly for students with an interest in global business and finance. It includes courses in global finance and management, international economics and finance, bargaining and conflict resolution, global business environment, and international human resource management. Option three is for students with an interest in accounting. An undergraduate degree in accounting is not required. However, this option is only open to students who have taken Accounting 2001, 3001, 3011, 3021, and 3101 (introductory accounting, managerial accounting, financial accounting, and income taxation) or the equivalent.

All applicants must have undergraduate courses in macroeconomics, microeconomics, statistics, and calculus.

Degree requirements

A minimum of thirty-three credits is required for the degree. Students must complete at least 24 credits in the Finance and Business Management and Economics Departments. The following courses are required: Economics 7000X, 7010X, 7020X, 7021X, 7025X. Students selecting Option 2 or Option 3 (below) may take either Economics 7000X or Business 7206X. They also take either Economics 7021X or Business 7279X. Option 3 students who have taken an undergraduate course in calculus may, with the permission of the graduate deputy, waive Economics 7025X and substitute a course from the Option 3 requirements listed below. With permission of the graduate deputy chairperson, up to nine credits may be taken in appropriate courses in other departments. With permission of the graduate deputy chairperson, up to 12 credits may be accepted for work done at other institutions.

Students select one of the following options to complete the remaining credits:

Option 1. *Economic Analysis.* A minimum of 18 credits (6 courses) from the following: Economics 7215X or Business 7215X, Economics 7027X, Economics 7028X, Economics 7030X, Economics 7040X, Economics 7045X, Economics 7050X, Economics 7055X,

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Economics 7060X or Health and Nutrition Sciences 7144X, Economics 7090X, and Economics 7095G. With the permission of the graduate deputy chairperson, students may be allowed to take up to 6 credits of other courses to complete the 18 credit requirement in Option 1.

Option 2. *Global Business and Finance.* A minimum of 18 credits (6 courses) from the following: Business 7200X, 7202X, 7204X, 7208X, 7210X, 7216X, 7220X, 7240X, Business 7250X or Psychology 7246G, Business 7255X or Psychology 7247G, Business 7260X, Business 7279X, Business 7290X, Economics or Business 7215X, Economics or Business 7230X, Economics 7027X, Economics 7028X, Economics 7030X, Economics 7772X or Health and Nutrition Sciences 7144X, and Economics 7190G.

Option 3. *Accounting.* A minimum of 18 credits (6 courses) from the following: Accounting 7108X, Accounting 7109X, and at least two additional courses with an Accounting prefix; Business 7215X or Economics 7215X, Business 7216X, Business 7230X, Business 7240X, Business 7260X, and Business 7280X. With the permission of the graduate deputy chairperson, students may be allowed to take up to 6 credits of other courses to complete the 18 credit requirement in Option 3.

Rationale: The M.S. in Accounting is only open to students who have an undergraduate degree in accounting. Many students who have taken undergraduate degrees in other areas but have taken several accounting courses are turned away (as are students with accounting degrees from foreign universities). Option 3 will enable Brooklyn College to accept these students. Students completing Option 3 will be able to work for companies that are not looking for CPAs (e.g., the IRS which requires only 24 accounting credits or as comptrollers) but demand students with a strong background in accounting. Students completing Option 3 will have completed 17 undergraduate credits and 12 graduate credits in accounting. Economics 7030X has been revised and updated and is now appropriate for Option 2 students.

Date of departmental approval: December 7, 2010

Effective date: Fall 2011

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SECTION A-III: CHANGES IN DEGREE PROGRAM

Department of Television and Radio

M.S. in Media Studies

HEGIS code 0603; SED program code 77735

This program is a research and theory based program that emphasizes the connection between theory and practice. The curriculum examines the impact of electronic media from social, political, and economic perspectives. Students gain in- depth knowledge of the television and radio industry as well as the key critical and theoretical perspectives on the media. The program prepares students to apply their education in a variety of professional positions or to continue their education by enrolling in a doctoral program.

Only six of the thirty credits necessary to fulfill degree requirements are assigned by the department. The other eight courses are drawn from a pool of electives so that students may select a critical analysis, broadcast management, or programming ~~concentration~~ areas of study.

Matriculation requirements

~~Applicants must offer at least 12 credits, with a grade point average of approximately B, in courses in television and radio. Other courses may be substituted with permission of the department.~~

Applicants must offer a well-rounded undergraduate record of at least a 3.0 GPA that suggests promise of success in the Program. Each applicant's record is considered individually in this respect.

Applicants must submit an essay about contemporary media and society, which can be an original essay written to accompany the application, or a 5 - 10 page scholarly paper that was written as an undergraduate. Alternatively, applicants may submit a scholarly paper in any subject related to their undergraduate major.

General matriculation and admission requirements of the Division of Graduate Studies are in the section "Admission."

Applicants must submit the Graduate Record Examination Aptitude Test score or the Miller Analogy Test Score. In addition to the GRE or MAT score, international applicants are required to pass the Test of English as a Foreign Language (TOEFL) with a score of at least 580 (PBT) – 237-92 (IBT) before being considered for admission.

Degree requirements

Thirty credits are required for the degree. Other than required courses, credits required for the degree must be in courses chosen in consultation with the graduate deputy chairperson. The program of study must be approved by the department. Courses in the

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Television and Radio Department offered toward the degree must be 700-level courses.

Students must complete 30 credits, at least 24 credits of which must be taken in the Television and Radio Department. Six credits must be taken in required courses offered by the department; the remaining 24 credits are elective, and must be approved in consultation with the deputy chairperson.

Every student shall be required to successfully complete the department's graduate core, which consists of Television and Radio 7701X, to be taken in the first semester, and 7710X, to be taken in the student's final semester of course work.

The M.S. degree emphasizes two areas of study: broadcast management and critical/cultural media studies. When choosing credits, students are encouraged to balance their course of study in both areas for a well-rounded degree program.

Courses in the department that follow the broadcast management emphasis include: Television and Radio 7722X, 7724X, 7725X, 7726X, 7727X, 7794.5X.

Courses in the department that follow the critical/cultural media studies emphasis include: Television and Radio 7713X, 7714X, 7715X, 7728X.

M.S. students may also take the following two television production courses: Television and Radio 7730X and 7740G. All other television production courses are closed to M.S. students. Television and Radio 7769X and 7796X will be available each semester. Students may take each of these courses only once during their program of study.

Up to 6 credits may be taken outside the department with the approval of the graduate deputy chairperson.

Students must pass a written comprehensive examination. The examination will consist of four questions in areas in which the student has taken courses during his/her course of study. Information about the comprehensive examination is in the section "Academic Regulations and Procedures."

Rationale: Due to the changes in our MS program, the current graduate bulletin contains some erroneous information and some information that might discourage the type of candidates we want to attract. The proposed wording corrects these problems.

Date of departmental approval: December 7, 2010

Effective date: Fall 2011

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SECTION A-III: CHANGES IN DEGREE PROGRAM

Department of Television and Radio

M.F.A. in Television Production

HEGIS code 0603; SED program code 84002

The M.F.A. in television production prepares students for professional media careers as writers, producers, directors, and editors. This production-based curriculum exposes students to many program genres including, but not limited to, documentary, drama, news, sports, art and cultural, experimental, and demonstration. Students develop content and produce and direct both single and multiple camera, live switched productions. The M. F. A. program is built on a foundation of production aesthetics, critical analysis, and media literacy. Students are taught how to create programs that inform, entertain, and instruct audiences by interpreting content through a social, political and economic perspective.

Our graduates work as media professionals in broadcast, cable, and institutional production and post-production facilities. Many of our graduates continue their careers as faculty members at the college and university level.

Matriculation requirements

Applicants must offer a well-rounded undergraduate record of at least a 3.0 GPA that suggests promise as a creative communication professional. Each applicant's record is considered individually in this respect.

Applicants must submit an essay about contemporary media and society, such as an original essay written to accompany the application, or a 5 - 10 page scholarly paper that was written as an undergraduate. Alternatively, applicants may submit a scholarly paper in any subject related to their undergraduate major. Applicants must also submit a biographical statement of 500 to 1000 words that indicates experience, interest, and professional objectives. This statement should provide background information about the applicant and what he/she hopes to achieve by enrolling in the MFA program. In addition the applicant must submit three letters of recommendation.

~~Applicants must also submit a program proposal. The program proposal should present a concept for a television, radio, Internet or new media program of the applicant's choice. Most proposals are three to five pages. Applicants are encouraged to submit examples of creative work (print or electronic) in support of their application. However, previous professional or academic media experience is not required for admission to the program.~~

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Prospective students are welcome to visit campus for a personal interview, to attend a graduate production class, and to meet students and faculty. ~~Visits must be scheduled.~~ Please schedule a visit by contacting the Deputy Chair for Graduate Studies (BCTVRgraddeputy@brooklyn.cuny.edu). The department MFA admission committee may require an interview of applicants.

Applicants must submit the General Record Examination Aptitude Test score or the Miller Analogy Test Score. International applicants are required to pass the Test of English as a Foreign Language (TOEFL) with a score of at least 580 (PBT) – 237-92 (IBT) before being considered for admission.

General matriculation and admission requirements of the Division of Graduate Studies are in the section "Admission."

Degree requirements

Forty-nine credits are required for the degree.

At least 40 credits must be taken in the Television and Radio Department. Of the 49 credits, 34 credits must be taken in departmental required courses; the remaining 15 credits are elective, and must be approved in consultation with the director of the M.F.A. program and the graduate deputy chairperson.

Every M.F.A. student shall be required to successfully complete the department's graduate core, which consists of Television and Radio 7701X, to be taken in the first semester, and 7710X, to be taken in the student's final semester of course work.

The Television Production specialization for M.F.A. students encompasses the following courses: Television and Radio 7732X, 7752X, 7740G, 7781G, 7782G, 7783G, 7784G, 7785.1G, 7785.2G, 7785.3G, and 7785.4G, for a total of 28 credits. The remaining 15 credits are elective. No more than 9 credits of these may be taken in departments outside the Television and Radio Department.

M.F.A. students may offer 3 credits of a Television Production Externship (Television and Radio 7769X) toward the M.F.A. degree. This externship provides on-the-job production experience under the supervision of a selected television professional.

Creative work in the program must culminate in submission of either a finished television program or other creative audiovisual material (e.g., a CD-ROM or a fully developed website). The specific parameters of the student's creative thesis project must be formally approved by the director of the M.F.A. program in consultation with the student's faculty adviser. This audiovisual material shall meet the professional

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production and content standards appropriate for granting a terminal academic degree. The project will be accompanied by a production book acceptable to the department.

Students must pass a three-hour written comprehensive examination in their final semester. The examination will consist of two questions in the production/writing/aesthetics area.

Courses in the Television and Radio Department offered toward a degree must be 7700-level courses.

Rationale: Due to the changes in our MFA program, the current graduate bulletin contains some erroneous information and some information that might discourage the type of candidates we want to attract. The proposed wording corrects these problems.

Date of departmental approval: December 7, 2010

Effective date: Fall 2011

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Section A-V: CHANGES TO EXISTING COURSES.

Department of Economics

Change in Course Name and Description

From

~~7030X Government Finance~~

~~30 hours plus conference; 3 credits~~

~~Economic problems and issues in federal, state, and local government finance. Evaluation of budgetary concepts and procedures. Analysis of the impact of taxation, government borrowing, and expenditures on resource use and on distribution of income and wealth.~~

~~*Prerequisite:* one undergraduate course in macroeconomics and one undergraduate course in microeconomics.~~

~~*Prerequisite or corequisite:* Economics 7025X [725.1X].~~

To

7030X Public Finance and Public Policy

30 hours plus conference; 3 credits

The role of government in a market economy. Topics include market failures such as public goods, externalities, information asymmetries and uncertainty; government policies as a corrective device for market failures; collective decision making and public choice theory; principles of taxation; and analysis of public policy issues.

Prerequisite: one undergraduate course in macroeconomics and one undergraduate course in microeconomics.

Prerequisite or corequisite: Economics 7025X [725.1X].

Rationale: The current title and course description are outdated. “Government Finance” is an archaic title for what is a course in “Public Finance.” The course description is out-of-date and does not provide an accurate description of the topics covered in a public finance course.

Date of departmental approval: December 7, 2010

Effective date: Fall 2011

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