

FUSION courses

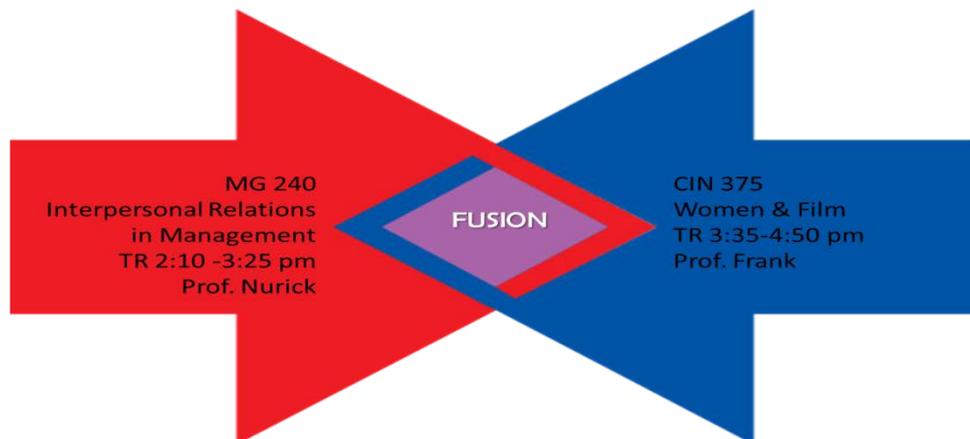
MG 240 Interpersonal Relations in Management

clustered with

CIN 375 Women and Film

MANAGEMENT, MOVIES AND FREUD

What does a management course have in common with a cinema course? Though the focus and goal of each of these courses may be very different, they often have to start with similar questions. For both management and film studies, one central question is how to think about human identity, the sense each of us has of a self, of who we are as individuals, and how we are similar to or different from others. Many of the psychological qualities that make up our identity are readily recognizable and are put into practice in all of our daily activities. Since they are an essential part of how we see ourselves, anyone who would work or negotiate with us successfully must take these characteristics into account. The process of doing this is an essential part of management, whether you're managing a relationship or managing a company. But some of the psychological characteristics, including many of the most powerful ones, that make up our identities are less apparent, sometimes even to ourselves. They are, in psychological terms, repressed and not readily available to observation. But these unconscious forces often can emerge in the work of the human imagination, and one of the richest arenas in which to discover these forces is in the stories we tell, in the pictures we paint, and – especially – in movies which combine stories, pictures, and some of the qualities of dreams. The purpose of this fused course is to explore the way in which an understanding of human identity can help us learn how to more successfully manage human relationships, and how to understand the way in which the complexities of identity are expressed in our films which as a result become valuable indices of who, deep down, we really are.



English and Media Studies

CIN 370 001 and 002 Youth Cultures and Global Cinema.

This course will be a study of youth cultures in international film, with a special focus on key terms for a theoretically informed approach to film studies (and cultural analysis more broadly). Films are not studied exclusively in terms of the long history of international cinema but as documents of youth culture--as explorations of the ways in which youth occupy urban and non-urban spaces, how their identities and lives are represented in media, old and "new, and especially how they experience the local and the global.

The films assigned will explore a range of issues: youth self-fashioning and identities, family, tradition and social change, violence. We explore some dimensions of youth culture in cinema, including technology, media, fashion, design, space, limit-testing behavior, music, cars, pets, jewelry, tattoos, and drugs, gang membership, gender and space, class and poverty, coupling, sex, love and marriage, education or attitudes to conventional schooling, rebels and the establishment, employment and the future life prospects or chances for young people—and how each film reflects its national culture.

LIT 391 H01 Post Modern Fiction & Film

Postmodern fiction—spanning from the late 1960s to the turn of the century—experiments with the form and conventional narrative of modern literature, spotlights morally questionable antiheroes, and explores controversial social theories. Students will analyze the purposeful pastiche and playful trends of postmodern literature and film, including historical re-imaginings, metanarratives, creative textual adaptation, autobiographical author integration, among other characteristics of this contentious literary movement. Authors and directors that we'll study include but are not limited to Michael Cunningham, Bret Easton Ellis, Spike Jonze, Rick Moody, Christopher Nolan, Susan Orlean, and Thomas Pynchon. Most of the texts used in this section of LIT 391 will be novels and novellas (as well as short stories, nonfiction essays, and graphic novels) that have been adapted to film, so that we can discuss the visual storytelling and multimedia techniques of these narratives, alongside groundbreaking postmodernist theoretical texts.

LIT 395 001 and 002: Bodies and Identities

This course focuses on how identity is constructed through cultural representations of the body. Through the study of court cases, laws, literary texts, films, advertising, and sports, we develop an understanding of how different types of discourses have categorized and positioned individuals and communities in terms of race, gender, class, and sexuality.

This course fulfills the Diversity (DI) and Communication Intensive (CI) requirements. This course fulfills requirements for the American Studies, Ethics and Social Responsibility, and Media Arts and Society LSMs, as well as the Women and Gender Studies minor.

LIT 395 H01- Law & Literature

This course examines two kinds of narrative in American culture: novels and legal opinions. We will read cases in constitutional and criminal law, novels based on trials, short stories that dramatize legal themes, and essays on the philosophy of justice, examining the ongoing historical dialogue between the law and literature. Many canonical American writers had fathers who were judges, and those writers composed fictional stories animated by the ethical concerns and theatrical qualities of trial law and the moral search for justice and redemption; likewise, judges engage in dramatic storytelling and cultural analysis, illuminating the ethical and intellectual concerns of their era. Literary and legal texts employ the same rhetorical devices, and advance their arguments in similar ways through metaphor, analogy, narrative and appeals to history, progress and conscience. Both tell compelling stories of the culture at moments of social change and crisis. Texts include Faulkner's *Intruder in the Dust*, Melville's *Billy Budd* and Benito Cereno, Hawthorne's *The Scarlet Letter*, Martha Nussbaum's *Poetic Justice: The Literary Imagination and Public Life*, William James's "The Moral Philosopher and the Moral Life," short stories by Alice Munro, and Judge Richard Posner's *Law and Literature*. We will end the semester with a trip to the federal court in Boston to sit in on a trial.

Finance

FI 402A 001 & 002 FINANCIAL MODELING

Financial Modeling is an advanced junior/senior elective focusing on applying sophisticated Excel techniques to the most common modeling problems in finance. First, the basic Excel skill set is expanded to include advanced features of Excel including TVM functions, statistical functions, array manipulation, text and date usage, regression, conditionals, Boolean operators, data tables and random number generation. In addition to mastering advanced Excel functionality this course will include lectures and assignments using macro recording, subroutine and function construction and programming in the Visual Basic language via the Visual Basic for Applications (VBA) development environment. These functions, constructions and techniques will be applied to the most common financial modeling problems of the day including present value, cost of capital, financial statement forecasting, DCF valuation, portfolio theory and option pricing. Lectures will not only discuss the Excel application and relevant financial theory, they will also cover topics such as linear algebra, programming style, enhanced readability, reuse and large-scale deployable model development. While this is an advanced elective, it is intended for the novice

FI 402B EB1 VENTURE CAPITAL

For students interested in learning how the venture capital and private equity (VCPE) world functions, how to raise capital, how to make good investment decisions, how to structure the terms of an investment when financing entrepreneurial companies, especially start-up and

early-stage ventures, how exits are made, and potentially getting a job in the private equity industry.

FI 402C 003 & EB2 MERGERS AND ACQUISITIONS

Mergers and Acquisitions is an advanced finance course which is designed to examine all aspects of corporate mergers, acquisitions and other changes in control of a company. The course will discuss such matters as the strategy and rationale for such transactions, corporate governance, valuation, structuring, due diligence, private equity and the seller's perspective transaction. Other topics will include a discussion of alternatives to mergers and acquisition such as joint ventures and licensing, as well as a discussion of post-merger integration.

Global Studies

GLS 298 Transitions in North Africa: Colonialism, Independence and Globalism

This course will introduce students to the historical developments in North Africa focusing on Algeria, Morocco and Tunisia (aka Maghreb). Throughout the course we will be exploring the different ways that Algeria, Morocco and Tunisia resisted French colonization and achieved their independence. The focus of the course will then shift to more recent developments in these countries by exploring the impact of Arab Spring on each country and by examining contemporary issues such as: changing role of women, economic development, human rights and constitutional reform. During the Spring Break, students will have the rare opportunity to travel to Morocco, where they will meet with governmental and non-governmental representatives and get a first-hand exposure to the challenges and achievements that civic and business leaders have faced on the country's path towards socio-economic reform.

GLS 405 001 Model US Congress

This seminar examines the central role of the US Congress in national policymaking and its relationships with the President, lobbyists and interests groups, the news media and the people they represent. The seminar includes an optional (and limited to eight students), six-day learning experience in Washington, DC during Spring Break with a travel fee of approximately \$795. Events include visits with members of Congress, congressional staff, and lobbyists and networking opportunities with Bentley alumni working in the area. Upon our return, current policy controversies will be explored in depth in the form of a series of mock committee hearings, with students assuming the role of either members of Congress, Cabinet officers, lobbyists or expert witnesses. Interested students are encouraged to contact the instructor before registration.

History

HI 391 001 History of Boston

This course will focus on the history of Boston, one of America's oldest and most influential cities (as well as the birthplace of Bentley). The course will chart the transformation of Boston from a small Native American settlement into a major metropolis, and it will introduce students to the people, ideas, inventions, and events that shaped the city.

HI 392 001 History of Terror and Terrorism

In the post-9/11 world, terrorism is at the front and center of international politics, national security, and military intervention, but terrorism is neither new nor unique to our era. "The Terror" was an important phase in the French Revolution, for example. This course will explore the historical evolution of terrorism in the modern western world. We will study the modern definitions of terror, terrorist, and terrorism in a variety of historical contexts. Who was defined as a terrorist? How has terrorism been defined over time? Were there self-designated terrorists? Finally, we will gain an understanding of how our current views of terror and terrorism differ from those of the past.

HI 395 001 History of Medicine

In this course, we examine themes of current interest in the history of medicine through historical lenses. Topics to be covered include: 1. The management of epidemics. In this section we consider historic outbreaks such as the Spanish 'Flu in 1918, SARS in 2003, and the current ebola epidemic, and look at the roles of the state, the medical profession, the media, and public opinion. 2. Disease and imperialism. This section will consider the roles of malaria and sleeping sickness in limiting imperialism in West Africa in the 19th century; the transmission of cholera by the British Army and by Muslim pilgrims, and of course the consequences of the spread of European smallpox and syphilis in the Age of Exploration. 3. The 'epidemiological transition' from acute infectious diseases to chronic lifestyle diseases. Here, the increasing prevalence of long-term, chronic disease since World War II will be explored along with its consequences for the financing of health care, and lastly, 4. Health management. Good health is both an economic resource and a contributor to personal well-being. In this section, we examine the historic drivers of health-seeking behavior by individuals, their employers, and the state.

HI 398 Baseball as American History

In this class, we will use professional baseball as a lens to explore American history from the mid-19th century to the present. The analysis will be two-way as we look at how American culture and society have shaped baseball, as well as how baseball has shaped culture and society. The course will begin with an exploration of baseball's mythical and actual origins before considering its evolution as a game and profession. After that, we will consider key developments in baseball-related business and media history, while raising poignant questions about race, gender, community and the way Americans evaluate the talents of workers and the prerogatives of managers.

Law, Tax & Financial Planning

LA298 001 White Collar Crime

PREQ: GB 110

Examines the growing list and prevalence of white collar crimes, including: corporate crimes; accounting, securities, and bank fraud; insider trading; bribery; extortion; kickbacks; tax crimes; money laundering; corporate environmental crimes; counterfeit products; intellectual property piracy; corporate espionage; state sponsored corporate crimes; health care, insurance, and mortgage fraud, identity theft; credit card fraud; data base hacking; and an ever expanding list of scams. Explores the history of white collar crime and its evolution as a framework for understanding the current wide scope of these criminal acts which endanger everyone. Considers efforts to combat white collar crime through civil and criminal statutes and regulations. Invites students to critically assess the inconsistent manner in which these laws have often been, or not been, enforced as well as the relative ineffectiveness of these laws, even when enforced. Investigates the global nature of many of these crimes and the resultant difficulty in catching and punishing perpetrators.

Modern Language

MLFR 308 001 Studies in French Civilization: 1830 to the Present

Prerequisite: Students should have studied French for four years in high school or two years in college.

Studies in French Civilization: 1830 to the Present analyzes selected events of French history from the nineteenth century to the present and contemporaneous changes in society and the arts. We will examine works of art, architecture, music, film and literature as representations of the French cultural and social mindset. The course is an analysis across disciplines of the fundamental artistic, literary and political changes of modern France. Through detailed study of the transformations in France's civil society and the resultant creative works, we will better understand French civilization. France from 1830 to the Present uses multiple domains to broaden understanding of the French cultural mindset. We will

consult sites of the Monuments Historiques de France, films pertaining to cultural transformation in France, literary works and current news articles.

A detailed readings list will accompany each module of study. All the modules are taught **in French**.

It is not necessary to have taken MLFR 307. ML FR 308 may be used to fulfill an Arts and Sciences Elective or an Unrestricted Elective or the GS Modern Language requirement.

MLCH 401 001 Chinese for Business II

PREQ: Chinese for Business I

This is a continuous course of MLCH 398 Chinese for Business I, which is designed to help the Non-Heritage/non- Native speakers of Chinese, who have successfully finished college-level intermediate Chinese, acquire the cultural background and practical skills to function and communicate effectively in a business environment in China. Students will continue to learn how to conduct dialogues communicating matters of everyday life and business with correct grammar, pronunciation, and concise language. Speaking, reading and writing skills will be developed to an advanced level, requiring students to master about five hundred Chinese characters, phrases and patterns and to read, write and type them.

Management

MG 340A 001: Management Through Acting

PREQ: GB 215

A great manager understands people – their motivations, their needs, their desires and their fears. The skills needed for successful interpersonal and organizational management are also found in acting: a deep awareness of self, combined with the ability to empathize with and listen to others, an understanding of the dynamics of human relationships, the ability to cultivate positive collaboration, and to be fully present in the moment. The study of these skills leads to a better understanding of those you will lead, as well as of yourself: your habits, how you are perceived, and how to define and cultivate your own leadership style.

COURSE OBJECTIVES

Increased:

- Understanding of the link between acting skills and effective management
- Ability to be comfortable in the moment in front of an audience
- Awareness of self and willingness to share self with others
- Ability to use vocal, physical, and emotional expression as communication tools
- Ability to listen and respond with empathy
- Understanding of status relationships
- Ability to define and use objectives and tactics

- Ability to determine what the other wants and adjust accordingly
- Ability to recognize default behaviors and adapt as necessary
- Ability to define actual and potential leadership/management style

COURSE CONTENT

Using role-play, experiential and observational exercises, text analysis, essays and a final project, you will study the following:

Presence and Leadership

Physical Presence

Taking Space

Using the breath

Reading and using the body

Vocal Presence

Breath, Tone, Volume, and Power

Words to carry thoughts

Word choice and articulation

Dynamics of Relationship

Empathy and Perspective taking

Status Relationships and how they work

Objectives and Obstacles

Identifying and using Tactics to achieve Objectives

Analyzing a scenario and crafting an approach

MG 340B 001: Sport Event Management

PREQ: GB 214 and GB 215

This class is divided into two overlapping segments. One segment will focus on discussions of important topics in sport event management, while the other segment will focus on application of those topics as we help design and produce an actual sporting event. Class discussion will be based upon the readings and current events, while plenty of time will be devoted to group project work toward the production of the event.

Shortly after the start of the semester, I will assign each student to a small group. The assignment will be based on the information you provide on your data sheet, which will be filled out during the first class. There will be time allotted during class for groups to work on their projects, and each member of each group will give updates on their progress to the class at regular intervals. I will also be meeting with group members together and individually to help guide the process as the group works on its projects and responsibilities.

Classes will be conducted as event management meetings and each student should consider themselves sport event managers. As such, the format should be more discussion than lecture. I will expect regular participation from all members of the team. It is important for managers to feel a sense of ownership in the event they are producing, and I hope you all will feel that for this project.

You should also keep abreast of current issues in sport management (through TV, newspapers, websites, magazines, etc.). There will be regular discussions on current issues and what relation they may have to our project.

This semester we will be producing a small but comprehensive sporting event on the Bentley campus that will be open to all students. Students in this class will work together on all facets of the event, including design, operations, marketing, registration, sponsorship, budgeting, and risk management.

I will elaborate on the requirements in the first class period. It is crucial that everyone invest in the project and make every effort to participate at the highest level. Remember, participation is 30% of your grade.

MG 340C 001 Motivating through Total Rewards

PREQ: MG 250

This course examines how leading organizations use integrated total reward programs as key elements in creating and sustaining high performing cultures. We will examine a wide variety of programs, including compensation, benefits, performance management and work life balance programs. The course will examine the principles related to the design of various types of reward programs including merit pay, base pay, individual and/or group incentives, qualified and non-qualified benefit programs, results and behavioral performance management systems, and wellness programs. Key legislation and regulations for each program will be covered.

Marketing

MK 403 H01 Gender Issues in Marketing and Consumer Behavior

PREQ: GB 214

Gender issues continue to pervade the media. From equal pay and maternity leave policies to domestic violence, gender continues to be a critical lens through which society views identity. Gender is not a biological designation; it is an identity project that begins after birth and continues throughout one's lifetime. This course will cover the important topics that emerge when gender and marketing intersect. The course will be organized under two broad themes: gender and consumption, and gender and marketing strategy. Topics to be covered include (but are not limited to): gender issues related to marketing strategies such as product design, advertising, economic development, and services. Gender and consumption issues such as gender and childhood, gender and family organization and structure, and gender as it relates to sex and sexuality will also be covered.

MK 411 001 Marketing Project

PREQ: GB 214

The Marketing Project and Corporate Immersion course MK411 will be a major collaboration with one of the worlds leading digital marketing agencies, Resolution Media, backed by Omnicom Media Group.

Students will work with Resolution executives to launch Resolution University - an online learning platform to deliver the latest techniques for Social, Mobile, Local, Search, Analytics and Web Marketing. Not only will students gain knowledge of the digital marketing knowledge being used by marketers today and in 2015 but they will also recommend improvements to the offering.

Additionally, students will design and implement social and analytics campaigns for selected clients to put their learning into practice.

What's In It For You? Simply, a chance to learn how to run the most up-to-date digital marketing campaigns with a global marketing agency and the opportunity of internships and jobs with Resolution Media for the Summer and beyond in offices across the U.S. , Europe and Asia.

Where - CMT

When - Spring 2015, Wednesday 9.55 to 12.35 Who - juniors and seniors with serious interest in digital marketing

Natural & Applied Sciences

PS 301 001 Behavioral Health: Natural Disaster Zones.

This undergraduate course will explore the behavioral health issues, proactive preparedness measures, intervention strategies and the associated implications for governing agencies, business, actuarial and insurance industry. The course will introduce the unique behavioral trauma characteristics for children, adolescents, adults and the elderly. Concepts from social psychology will be applied to understanding community psychological identity disruption.

Sociology

SO 401 001 Human Trafficking & Global Slavery

This class will investigate human trafficking and slavery from a number of perspectives including historic, economic, gender, race, religious and political. Students will explore the human factors of exploitation, objectification, alienation, and violence associated with human trafficking. Students will be asked to create and implement awareness and action plans to inform the campus of the scope and daily impact of human trafficking and slavery.