

Course Descriptions Spring 2012

Computer Information Systems

CS402 E01 Advanced Application Development

PREQ: CS 280 or IP

This course provides an opportunity to explore emerging application development technologies. This offering of CS402 presents Android Application Development. Students will develop mobile computing applications for an Android mobile device including application analysis, design, implementation and testing using a personal computing development kit. Completed applications may be installed to run on compatible Android devices.

English

CIN 370 001 & 002 Food and International Cinema

Food, to adapt a famous phrase, is the stuff of life. But it is also an index to culture. Students in this course will study food in international film, especially the food film as an international and transnational genre. The course explores questions arising in and across a variety of disciplines, such as anthropology, cinema studies, cultural studies, psychoanalysis, environmentalism, folklore, biology, pharmacology and, of course, gastronomy studies. Among the topics we will address are: business and food industries; food as cultural identity; food as cultural contact and cultural intercourse; nature, food, and traditional practices, rituals, magic, symbolism and daily life; love and food, oral drives, desire and the image; food and sex, gender, and family; food, death, and decay; food ecology, environmentalism, utopian fictions and dystopias concerning food; cannibalism; race, ethnicity and food. We may consider some of the following, as well as others from across the world: *Babette's Feast*; *Big Night*; *Celebration*; *Chef in Love*; *Chinese Feast*; *Chocolat*; *Delicatessen*; *Dinner Rush*; *Tampopo*; *Eat, Drink, Man, Woman*; *Fast Food Nation*; *Hotel Splendide*; *La Grande Bouffe*; *Like Water for Chocolate*; *Parents*; *Soylent Green*; *Super Size Me*; *The Cook, the Thief, his Wife, and her Lover*; *Fried Green Tomatoes*; *The Discreet Charm of the Bourgeoisie*; *The Exterminating Angel*; *Tortilla Soup*; *What's Cooking?*; *Today's Special*.

CIN 371 E01 Great Directors: The Films of Alfred Hitchcock

Alfred Hitchcock is among the most important – and most famous – of film directors: he perfected the genre of the thriller, developed a number of camera techniques that proved very seductive to audiences, and mastered a light touch allowing him to deal with fairly somber subjects in ways that made them palatable to viewers. For many he is the inventor of the modern horror film. More significantly, perhaps, his films show a remarkable sensitivity to some of the complex gender issues that became a central feature of 20th century consciousness. Hitchcock's career is also a useful case in point for examining the role of the director in commercial film-making, the relationship of commerce to art,

This course will consider a wide range of Hitchcock films, ranging from silent films made in the twenties to Technicolor block-busters made in the sixties, as a way trying to understand their own specific qualities and their place in 20th century filmmaking. Students will be required to watch a film a week out of class. There is no final exam; the course grade will be based on participation, informal writing assignments, a few brief quizzes, and a significant final research paper.

LIT 314 E01 Creative Writing Mixed Genres

Would you like to learn how to write an effective complaint letter, a response to a complaint, one part of a legal brief, a letter to the editor, a narrative of your grandmother's childhood? All writing is creative. All your writing can benefit from your mastering the special skills of literary genres. As a matter of fact, when business people learn that I teach in Bentley's English Department, invariably they ask me to teach Bentley graduates to write well. For this reason as well as personal conviction, I design this course primarily as a workshop, and students learn to use various methods to achieve skillful, clear, and memorable writing.

LIT 395 002 American Cities

This course in intellectual and social culture looks at American cities through the lens of literature, architectural history, music history, politics and philosophy, examining New York, New Orleans, Chicago, Nashville and Los Angeles as case studies of American life at moments of dramatic technological and cultural change. We will study the work of some of the premier creative thinkers in American history, from the musicians of Memphis and the countercultural activists of San Francisco to the Romantic writers who generated a literary Renaissance in Boston. Readings for the course include texts by Henry James, Theodore Dreiser, Tennessee Williams and Joan Didion.

Literature 395 H01 Selected Topics in American Literature: 20th-Century American Poetry (Honors Program Only)

In this course we will survey the major movements and styles of verse in America, from modernism through postmodernism and into the poetry of our contemporary moment. We will consider works from the Harlem Renaissance and its connection to both jazz and civil rights, look into the highly personal Confessional work of the 1950s and the politically-charged work of the 1960s, and survey current poems about nature, God, and democracy in America. We will pay special attention to the poetry of New England, concentrating especially on the works of Robert Frost, Wallace Stevens, Sylvia Plath, Robert Lowell, Mary Oliver and Louise Glück, considering the range and diversity of our regional literature and studying its impact on what has come to be the distinctive voice of American poetry. But most of all we will discuss why and how poetry moves people, and each student will have an opportunity to discover poems he or she finds both powerful and memorable.

LIT 396 H01 Shakespeare & The Mediterranean (Honors Program Only)

In Shakespeare's time, Venice and the Mediterranean Sea represented a variety of things to English people. It was known as the birthplace of Western civilization (in the Middle East and in ancient Greece and Rome), and it was the site of struggle for economic and political dominance between competing power blocs (the Christian empires of the Spanish and Portuguese and the Islamic empires of the Ottoman Turks and Persians. Venice was also celebrated—and sometimes envied—as a commercial powerhouse, with a trading empire of its own, and as a political outlier, since it was a republic not a monarchy like the other states of Europe. Perhaps most interesting to us, it was a place where people of many ethnicities, races, and creeds mingled for purposes of commerce, self-advancement, and adventure. This course will explore what the Mediterranean meant to Elizabethan English people and how they shaped its meaning for us. We will compare plays set in the Mediterranean by Shakespeare and some of his contemporaries. How do they portray East-West and Muslim-Christian conflict and accommodation? How do they handle pre-existing stereotypes of Muslims, Jews, Africans, and continental Europeans? Do they reinforce them, challenge them, or modify them? Or all of the above? What can these plays about early modern "globalization" tell us about our own increasingly global world?

Plays will be selected from among the following: by Shakespeare: *Othello*, *The Merchant of Venice*; by others: Heywood, *The Fair Maid of the West, Part I*; Christopher Marlowe, *The Jew of Malta*; Philip Massinger, *The*

Renegado. Films of the plays will be incorporated where possible. Background reading from Elizabethan ethnographies and travel narratives will also be assigned.

LIT 397 001 America Comes of Age

As one famous American television adolescent put it, “When you’re a little kid, you’re a little bit of everything: scientist, philosopher, artist. Sometimes it seems like growing up is giving up those things one at a time.” The United States, like its citizens, also goes through this process and shares the same feeling of reluctance in giving up its desired self-conceptions and mythic identities (e.g., cowboy, knight, sheriff). Most generally, this course analyzes literary works, films, and television programs about coming of age in order to consider the parallel and intersecting strands of personal and national stories about identity. It begins with the World’s Fairs through which the U.S. displayed its mature technological future alongside its “adolescent” frontier past. These fairs are also the places at which many American corporations first showcased their brand identities. The mythic and grand destiny these corporations and the fairs projected was debated, revised, and re-envisioned by twentieth-century writers and filmmakers concerned with what it actually meant to for the United States to have “come of age” and take its place as a leader on the world stage and in world markets. Our literary and film analysis starts with detective fiction and film noir classics, exploring mid-century cultural anxieties related to technology, modern life, and changing gender roles. The containment of those anxieties in post-war fiction, film, and television is examined when we turn to literature, film, and television of the 60s and 70s. These texts explore America’s coming of age in relation to consumer culture, Vietnam, youth movements, and race and gender relations. We conclude with contemporary coming of age texts, considering how much the stories through which Americans define themselves and their nation have changed at the turn of a new century.

Global Studies

GLS 242 001 Current Political Issues: Terrorism & National Security

This course examines terrorism as the type of “low intensity conflict” most likely to affect American in the first part of this new century. This course will look at the history of terrorism, the factors, the influence of religion such as Islam, the groups involved, and terrorist success and failures. The course will also look at America’s campaign against terrorism, examining economic, political, and military strategies, likely U.S. targets, alliances and coalition-building, impact on other international problems, and the prospects of success. While the main focus of the course will be on terrorism, other forms of conflict likely to be prominent in the Twenty-First Century will also be considered, along with America’s role in the world generally

History

HI 398 001 Sports in America

Sports occupy a central place in American life. But that was not always the case. Through the careful reading of old and new books, articles, and visual texts, this course will trace sports-related changes in the U.S. from the mid-nineteenth-century onward, addressing a series of socially and culturally revealing questions about how the U.S. developed its obsession with sports, and what it all means.

HI 399 001 Women & Gender in South Asia (title & topic change from scheduling book)

This course is an interdisciplinary investigation into the meaning of gender in South Asia. It will look into the way women’s lives and gender constructions have been influenced by the major historical events of colonialism, imperialism and post-colonialism. In so doing, it examines how gender, race, and class affected South Asian consciousness.

Information Design & Corp Communication

IDCC 298 001 Sports Public Relations.

Sport is important socially and economically, globally and locally. Businesses, teams, athletes, nonprofit organizations and governments turn to PR to maximize the benefits of sports: whether they're promoting a particular sport, or team, or a city or nation bidding to attract a major sporting event such as the Olympics. The ramifications of sport are felt politically, economically and socially and this too means that public relations practitioners are deeply involved with the sports business.

In this course you'll explore publicity techniques used by the main stakeholders in the sports business, including promoting a team, a sport, an athlete, a location or attracting corporate involvement. You will also learn how Sports PR goes beyond traditional media relations to include specialist activities like issues and crisis management, reputation management, community relations and emerging technology.

IDCC 390A E01 The Business of Social Media Communication

Social or "New" Media has become THE place for communication, as it is rapidly expanding its force with approximately 500 million people on Facebook and about 75 million on Twitter, with LinkedIn rapidly catching up. This course will explore the evolution and nuances of social media, its impact on the way of doing business in the 21st century. You will learn how to best use these social media communication for developing personal and professional branding, taking advantage of these key platforms for corporate communication and public relations strategies by exploring the medium from the perspective of four cornerstones: cultural, sociological, law and ethics, and privacy. This highly interactive course will involve in-class demonstration and use of various social media platforms, such as Facebook, Twitter & LinkedIn.

IDCC 390B 001 Web 2.0 and Beyond: Innovations in Information and Communication Technology PREQ: Expository Writing I

To prepare you effectively for your career, you'll need to be exposed to the latest developments in Internet design, technological innovations, and evolving business models as they emerge. In the 2000s, the Internet evolved from a web of destinations providing information, products, and services to one dominated by dynamic applications, social systems, and partially gated domains such as Facebook. All this has changed the way information design practitioners and professional communicators must apply their profession. In future, innovations in information and communication technologies (ICT) will have a similar impact. This topic course presents you with the state-of-the-art thought leadership in these critical areas, covering developments in information technology, design, and business. The course includes a variety of teaching modes, including student research investigations, applied projects, and continuously updated outside readings.

Mathematical Sciences

MA 280 001 & 002 Mathematics and Sports

We will study many of the mathematical tools that have changed the way organizations and individuals make decisions. We hope that students will take away and improved appreciation for how sports teams and individual athletes are trying to improve performance. *[Warning: this is a mathematics course about sports not a sports course with some math in it.]* Mathematical topics include probability, statistics, game theory and optimization. Assignments will use sophisticated challenging mathematical concepts although the background needed will have been covered in Bentley's 100 level Mathematics sequence and GB 213

MA 402 001 Life Contingency Models II

This is an intensive problem-solving course aimed at helping highly motivated students prepare for Exam MLC, the life contingencies portion of the third exam offered by the Society of Actuaries (SOA). An ideal candidate will have passed both Exam P/1 and Exam FM/2 prior to taking this course and be willing to invest the extensive time and effort required to pass Exam MLC.

Management

MG 340A 001 International Human Resource Management PREQ: (GB 102 or GB 215)

Doing business in an international context confronts companies with specific choices in human resource management (HRM). The purpose of this course is to develop an understanding of how basic HRM may differ across cultures and how MNCs balance integration and localization of their HRM systems. Managing a culturally diverse workforce across geographic, social and political boundaries is a strategic issue for organizations. This course challenges students to understand human resource principles and practices in this global context. The purpose of this class is to teach students aspects of HRM in multinational firms so that they will be able to make and evaluate tactical and strategic IHRM decisions. Students will learn about HRM activities of planning, staffing, performance management, training and development, compensation and benefits, and industrial relations in the context of global business incorporating broader aspects of national or country categories (host, home, other) and firm employees (host-country nationals, parent-country nationals, and third country nationals).

MG 340B E01 Management of Innovation PREQ: (GB 102 or GB 215)

Innovative firms outperform their competitors time and time again. Moreover, in the increasingly complex and global marketplace, innovation is becoming a necessity for competitive strength and survival. Creativity and good ideas, alone, are not enough for success; they must be transformed technologically and commercially into viable goods and services. This course focuses on management techniques for stimulating and implementing innovation at the workplace. It provides an understanding of innovative processes and systems, and of the skills and knowledge needed to transform innovation into enhanced competitiveness. Students will learn, for example, best practices in creating an innovative culture and fostering creativity, and the roles of leadership and teams in the innovative process. The course also covers how firms acquire innovation from outside the firm, through alliances, or via mergers and acquisitions. The course includes a variety of mini-case studies of innovative companies, such as P&G, IBM, J&J, Google and GE. Guest speakers from the business community will come to class and discuss their experiences in cultivating and managing innovation. In addition, the class will take a field trip to a highly successful, innovative company. Working alone or with a classmate, students will write a research paper on the management of innovation in a particular company and present the results to the class.

MG 340C E01 Business of Sports PREQ: (GB 102 or GB 215)

This course is designed to provide a broad overview and understanding of the many complex functions involving the principals and practices of the sport and entertainment industry from a business management, marketing, and legal perspective. Topics to be covered are: historical management developments, product liability, basic and complex marketing agreements, promotions, licensing, torts, corporate sponsorships, defamation, workers compensation, multi-media communications, negotiations, intellectual property, professional player unions, marketing management of professional team organizations, etc. Special attention will be paid to the management strategic decision-making processes involving product, price, promotion, distribution and public relations. The mixing of these elements will be compared and contrasted with those successful sport management managers from various sports and entertainment industries. Weekly cases and

topical research articles using strategic planning methodologies will be used as models of successful or unsuccessful decision making processes in management and marketing strategy.

MG 340D 001 Practicum in Project Teams
PREQ: (GB 102 or GB 215)

This course could easily be called 'Managing and Participating on Successful Teams.' Small groups and teams are critical to every organizations' success in the 'real world'; this course will help students learn how to lead and be a good member of a successful, results-oriented team. Focus on maximizing productivity, resolving conflicts, understanding a variety of team roles, thinking creatively, and working together to achieve team goals. Students will work together on a variety of projects including case studies, exercises, and other team-oriented situations.

Marketing

MK 399 E01 High Tech Product Marketing
PREQ: (GB 301 or MK 160 or GB 214)

This course focuses on the unique challenges in marketing high tech products. Students will learn how new technology products and innovations are brought to market and how the high tech product portfolio is managed. This course will focus on high tech marketing in a business-to-business (B2B) and business-to-consumer (B2C) environments. The high degree of market and technological uncertainty demands that high tech marketing professionals develop new marketing tools to successfully present their products in the market.

MK 411 001 Marketing Project
PREQ: (GB 301 or MK 160 or GB 214) & (CC7 or WP) or IP

Is there any hotter trend in marketing than Flash Sales and any cooler company than Rue La La right now? And MK411 Spring 2012 is offering you the chance to work with the marketing maestros of Rue La La. You will learn about online retailing, digital merchandising, e-commerce and mobile marketing in one class. We will help Rue expand into new markets and connect with customers in new ways. This course is not just for the Fashionistas although it helps if you know the difference between Calvin Klein and Kevin Kline. If you want to make a splash in the world of digital marketing and e-commerce sign up now. Space is limited.

Modern Language

MLFR 402 001 Civic Dilemmas in Twentieth-first Century France

This advanced seminar in French examines important civic dilemmas that frame the debate taking place in France today, including but not limited to immigration, multiculturalism, secularity and religious identity, and the individual vs. the State. Students study the fundamental principles that underpin the arguments of these French debates, which are steeped in history, tradition, and political thought. Authentic materials, such as historic documents, events, and contemporary political speeches of and interviews with French citizenry made available online and/or hard copy, will be analysed and discussed so that students acquire a profound understanding of the contemporary French mind set, as well as their own.

MLPO 299 001 Intermediate Portuguese II

This course is the second part of the intermediate level of Portuguese. It is designed for students who wish to continue developing their linguistic skills and knowledge of Portuguese. Review of Portuguese grammar and more culturally based materials are introduced through a variety of multimedia materials. It also introduces

general business vocabulary focusing on Brazilian Portuguese. Topics covered are: Trading, buying and selling - Marketing, advertising, Internet, e-commerce and communications. Conversational competency, writing and reading skills are emphasized through a variety of activities and authentic materials.

MLSP 298 001 Spanish for Oral Survival

Spanish for Oral Survival is an advanced language and culture Spanish course designed to keep strengthening oral performance and cultural competence in Spanish through the study of diverse topics about the main cities of some Spanish-speaking countries. Using these cities as a focus for class discussion, students will continue developing new vocabulary, improving pronunciation and fluency, and learning more about the colloquial level of Spanish language, while they keep learning more about the cultural world of some Spanish-speaking countries. Special attention will be given to the different musical manifestations of the countries studied. In this course, grammar is presented as a tool to communicate rather than a set of rules to memorize, facilitating student's active participation in class. We'll cover the following cities: Barcelona, Spain; Buenos Aires, Argentina; Mexico City, Mexico; Guatemala City, Guatemala, Havana, Cuba and San Juan, Puerto Rico. We'll also discuss some aspects about the Latino community in the United States. This course is conducted in Spanish. Students must have taken MLSP 202 as a prerequisite for this course or otherwise get permission from the instructor to enroll. MLSP 298 is also ideal for students already enrolled in the 300 level of language instruction and/or heritage speakers in need of additional training in oral performance.

This course can fulfill the humanity elective in the General Education Core, and the Arts and Sciences elective. It can also count towards a minor in Spanish. Students choosing the Liberal Studies Major (LSM) Global Perspectives concentration or are majoring in a Liberal Arts discipline may also use this course to fulfill the language requirement for this program.

Natural and Applied Sciences

NASE 402 001 Seminar in Federal Environmental and Natural Resource Policy

PREQ: EEGS LSM or Consent of Instructor

U.S. policy on the use, conservation and preservation of the environment and natural resources is often influenced by current scientific understanding and almost always profoundly affects the way businesses operate. The United States has a long legislative history attempting to balance economic growth with the preservation of both human health and the environment. This course explores the passage of federal environmental and natural resource laws, from their historical roots to legislation being debated in the U.S. Congress today. In addition to background on the role of science in the legislative process, specific topics will include major environmental laws and amendments, such as the Clean Water Act and Clean Air Act, as well as current legislative proposals dealing with U.S. energy production and the reduction of greenhouse gas emissions.

PS 305 001 Environmental Psychology

Note: Satisfies the Humanities/Social Science or A&S elective requirement.

This course will explore the rapidly growing field of Environmental Psychology focused on understanding the interactions between human behavior and both the natural and built environments. The American Psychological Association defines these fields as: "Natural Environment - Environmental Psychology explores human responses to natural and technological hazards, conservation psychology, and place preference." Built Environment - Environmental Psychology examines environmental perception and cognition, environmental design, city planning, sustainable development, and place preference in regard to man-made environments.

Philosophy

PH 135 E01 Medical Ethics
PREQ: PH 101

Examines issues involving the rights and responsibilities of medical professionals and their clients, the patient-provider relationship, the right to refuse and/or demand treatment, active euthanasia, withholding or withdrawing treatment from incompetent patients, advance directives, the business of medicine, including pharmaceutical companies, hospitals, and long term health care facilities, and the just allocation of health care and its resources. Students also learn about and investigate concepts central to medical ethics such as (but not limited to) truth telling, informed consent, autonomy, and paternalism.

Sociology

SO 299 001 Community Development

The Community Development course is a collaboration between the Department of Sociology, the City of Waltham and the Bentley Service Learning Center. Students will gain a sociological perspective on local decision-making groups, the organizational dynamic and social problems that impact the economic vitality of this urban community. Our weekly class sessions will introduce students to the theory of community development, as well as engaging in interactive sharing of your experiences. Your field work will consist of a supervised practicum that will involve on-site field work and a substantive community-based research project. Working in teams, you will interact with community leaders, project directors in governmental departments and non-governmental organizations, investigating some aspect of community development in the City of Waltham. You will be provided with a packet of potential projects and sites to choose from, that should result in a meaningful experience putting your own skills to work.