

## Experimental and Topics Course descriptions Fall 2012

### ECONOMICS

#### **EC 402 001 College Fed Challenge**

*Prerequisites: EC111 & EC112 & Instructor's permission required*

Do you have an interest in monetary policy? Do you wonder how and why the Federal Reserve implements the policies it does? The recent and rapid deterioration in economic conditions has placed a renewed and sometimes critical perspective on the role of the Federal Reserve. By taking this course, you too can be a “participant” in the monetary policy process!

EC402 will expose selected students to a rigorous exploration of advanced macroeconomic and monetary economics concepts with a special emphasis on the conduct of monetary policy by the Federal Reserve. During the semester, students will read chosen articles, write policy briefings and make policy oriented presentations. All aspects of the course will emphasize teamwork. The culminating experience of the course will be participation in the 2011 College Fed Challenge (CFC) in November. The CFC is a prestigious monetary policy debate competition sponsored by the Federal Reserve System. Teams from area colleges make monetary policy presentations to a panel of judges made up of economists from the Boston Fed. The winner of the competition at the Boston Fed goes on to compete at the national championships at the Federal Reserve headquarters in Washington, DC.

Approximately five to seven students will be accepted to enroll in EC402 and participate in the College Fed Challenge through a competitive application process. Deadline for consideration is March 31, 2012. The course is three credits, and can be used as an *EC elective, business related elective* or *unrestricted elective* towards degree requirements.

**Business Related elective - COMMUNICATION INTENSIVE**

### ENGLISH

#### **CIN 376.001 and 002 Youth Cultures in Global Cinema**

In this course we will study films and a range of creative and critical readings about youth cultures and international cinema. Generally, youth for the purposes of our class may be defined as the range between the teenage years and early adulthood. Films are repositories of images and records of everyday experience, and in this regard are excellent documents of lived culture. Studying films as documents of youth culture, we will explore the ways in which youth occupy urban and non-urban spaces, how they experience the local and the global, and how their identities and lives are represented in media, old and “new.” We will consider key issues: youth self-fashioning and identities, violence, youth culture 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. Examples of the kinds of films to be discussed include *Tsotsi* (South Africa), *Amores Perros* (Mexico), *Slumdog Millionaire* (Britain/India) and *Run Lola, Run* (Germany)

### **LIT 230.001: Literature & Culture: Literature Of The Spiritual Journey**

The journey of the seeker appears in the literature of all religious traditions. The study of this journey in different cultural contexts can lead to an understanding of what the different traditions have in common. All religions postulate the existence of a path or way, a pilgrim's progress of well-defined stages. We'll study these stages as they are represented in the original sacred texts and as they appear in the personal accounts of seekers and in the works of writers who represent religious experience in fictional or poetic form. You will be encouraged to compare the religious tradition with which you are most familiar with the other traditions that we study, to examine religious stereotypes, and to come to a more complex understanding of religious identity. We will try to cultivate a greater receptivity to traditions that might otherwise seem strange and incomprehensible and to understand the role that culture and custom play in determining the form of a religion. Some texts that we will study: *Lying Awake*, a novel about a Carmelite nun in an urban monastery in LA; Herman Hesse's *Siddhartha*, a novel based on the life of the Buddha; Jack Kerouac's *The Dharma Bums*, a free-wheeling account of the pursuit of Buddhist values in the milieu of the beat poets and writers of the 1950s; *Laughing Boy*, a story of the efforts of the Navajo to preserve the spiritual basis of their way of life.

### **LIT 395 001: Selected Topics: Bodies and Identities**

This course focuses on how identity is constructed through cultural representations of the body. Through the study of court cases, policy statements, case studies, literary texts, films, art, music, advertising and sports, students accumulate an understanding of how different types of discourses have categorized and positioned individuals and communities in terms of race, gender, class, and sexuality.

### **LIT 397 001: Topics in Cultural Studies - Popular Culture**

What is "culture"? What is "popular culture" and why and how do we think and write about it? To begin to answer these questions, this course considers popular culture as an arena of social and political struggle. This course looks at how culture changes meaning and significance as a text becomes increasingly "popular." For example, Hip Hop, initially a subcultural form of expression, is now produced on every continent. It is supposedly subversive, a distinctly "urban" and countercultural "voice," yet it is also read as a site of masculinist violence against women and a product for/of mass consumption purveyed through conduits of global capital. This class aims to give students a vocabulary to enter debates about the meanings of cultural texts.

Our primary texts, *Cultural Theory and Popular Culture: An Introduction and Representation: Cultural Representations and Signifying Practices* are our jumping off point and to its introductory materials we will add readings from a broad range of disciplines and specifically theoretical interventions from contemporary psychoanalysis, sociology, feminist American and cultural studies. In particular, we will examine work which argues that the space of the popular is meaningful, that it can be a site of pleasure and resistance and consider the role of popular culture with respect to identity formation, social location, pleasure and power in their quotidian expressions. The success of this course will depend on taking what we "learn" in the classroom and applying it to the outside world in which we live.

## FINANCE

### **FI 402: Venture Capital**

**PREQ: FI 320**

This course uses a combination of readings, cases, lectures, and guest speakers to study the venture capital industry in the United States. Emphasis is on the perspective of the venture capitalist. The course is designed to (i) Create an understanding of the role venture capitalists play in financing, advising, and influencing companies, (ii) Develop a conceptual framework for analysis that includes economic, social, and legal aspects, (iii) Gain knowledge of the institutional details related to raising capital, both for the venture capital firm and the investee companies, and (iv) Explore the interactions between venture capital activity and economic activity, the legal environment, and social norms.

### **FI 402 A – Investment Research Challenge**

**Professors Len Rosenthal and Otgo Erhemjamts**

**PREQ: FI 320 and Instructors permission required. May not register on the web.**

This course is designed for students interested in advancing their equity valuation skills and competing in the Boston Investment Research Challenge (IRC). The IRC team will analyze and value a publicly traded Boston area company, resulting in a written research report. The team will be mentored by Bentley faculty members as well as industry professionals. A group of professional judges will review and score the report. Top teams from the first round make an oral presentation of their research to a panel of experts from top financial institutions and respond to questions from the panel. The winner of local competitions advance to compete in a national and global contest.

## Global Studies

### **GLS 240 Special Topics: Understanding the former USSR**

1991 witnessed one of the most dramatic global events of the century: the official dissolution of the “evil” Soviet Empire. This second “Russian Revolution” changed the world in ways that no one could have predicted. In this course we will analyze the evolution of events since that detrimental year by examining as diverse developments as: the Velvet revolution in Georgia, the cult of personality in Turkmenistan, ethnic conflicts in Nagorno-Karabakh and South Ossetia, the Orange revolution in Ukraine, and the implications of a (re)emerging Russia on its neighbors.

We will be taking a look at the countries of the South Caucasus (Armenia, Azerbaijan and Georgia) the Baltic States and the Central Asian republics. At the end of the course the students will be able to better understand and analyze the politics of former Soviet republics and their relationship with their neighbors, regional powers (Iran, Russia and Turkey) as well as the United States and European countries

## HISTORY

### **HI 399 American Environmental History**

This course introduces students to the major events, issues and ideas in American environmental history. It enables them to analyze the role played by the environment throughout American history. It will also encourage students to confront changing definitions of wilderness and nature and enable them to appreciate the role that ideologies play in shaping American's relationship with their environment.

## Information Design and Corporate Communication

### **IDCC 390A E01 Business of Social Media**

PREQ: Expository Writing I

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. IDCC 390 will explore the evolution and nuances of social media, its impact on the way of doing business in the 21st century. This course will teach students on how to best use these tools for developing their personal & professional branding, utilizing 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.

## LAW

### **LA 402 Moot Court Team Competition**

PREQ: LA108 Moot Court and Instructor's Permission required.

Moot Court Team Competition is an intensive oral advocacy course offered to advanced students. Students, working in teams of two, undertake to prepare and deliver an oral legal argument in regional and national tournaments sponsored by the American Collegiate Moot Court Association (ACMA). The legal argument is based on a case problem involving two constitutional issues. Students work from a list of 20-25 appellate case decisions and statutes in preparing for the tournament. Teams that qualify in the regional competition advance to national competition. Class meetings include both appellate case reviews and practice rounds of oral advocacy.

### **MG 340A 001 – Management Through Acting**

PREQ: GB 102 or 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. Using role-play, experiential and observational exercises, text analysis, essays and a final project, students will increase their comfort in front of an audience, their ability to use vocal, physical and emotional

expression as tools of communication, and their capacity to understand what others want and how to adjust accordingly.

### **MG 340B H01 (H) Emotional Intelligence at Work**

PREQ: GB 102 or GB 215. Honors Program Only. Service-Learning 4<sup>th</sup>-credit option.

The idea of emotional intelligence has been growing in interest during the last decade as an essential set of capacities and skills that complement and enhance the classic business focus on cognitive ability. Developing one's emotional intelligence is very much in keeping with working and managing in organizations attempting to meet the challenges of our modern era: globalization, the pervasive impact of technology on communication and human functioning, and the need to adapt to the increasing demands of constant change and uncertainty. It is here that "EQ" is at the center of working, managing and leading effectively. This course provides in-depth study and application of the principles of emotional intelligence to working in organizations. Students will formally assess their own emotional intelligence and through reading, open discussion, and experiential learning, build their emotional self-awareness and crucial competencies such as managing emotions, increasing empathy, self-expression, and creativity.

### **MG 340C 001 Global Negotiating**

PREQ: GB 102 or GB 215

This course is designed to provide students with the basic understanding and skills needed to negotiate effectively in the international business environment. Negotiating across cultures adds significant complexity to the process of negotiation, particularly since not every culture negotiates from the same strategic or tactical perspectives. Global Negotiating will investigate issues that are particularly relevant in the global setting such as 1) Culture: How cultural differences affect negotiators interests, priorities, strategies and tactics and 2) Ethics: moral challenges that are common to the international negotiating arena. Particular emphasis is given to the range of diverse communication and negotiation techniques required to meet the cross-cultural challenges of contemporary regional and global markets.

### **MG 340D E01 Building & Developing Your Sales Team**

PREQ: GB 102 or GB 215

This course is intended to provide the student with a practical real-world understanding of the principles of selling, the sales process and the experiences and skills essential for students to become successful at selling. Students will study and experience all aspects of selling (from prospecting to closing). The course will place emphasis on the role of sales in business, the necessary "mindset" required, sales process steps and question-based selling techniques to hone in on your prospects needs. The course will also teach students how to build an effective sales team as well as explore various sales structures and compensation options.

## MARKETING

### **MK 402: Conscious Capitalism**

PREQ: (GB301 or MK 160 or GB 214)& (CC7 or WP) or IP

Focuses on the emerging business philosophy of “Conscious Capitalism.” We will critically examine the evidence on the impact of practicing conscious capitalism on the tangible and intangible well-being of all stakeholders, and study in detail how to operationalize the four key tenets of conscious capitalism: higher purpose, stakeholder orientation, conscious leadership and conscious culture. Students will cultivate mindfulness perspectives and practices that are essential to any effort to implement conscious capitalism.

### **MK 411: Marketing Project**

PREQ: (GB301 or MK 160 or GB 214)& (CC7 or WP) or IP

Focuses on the design, developments and execution of a marketing project on a team basis for an actual client organization. Studies management issues in implementing marketing plans and activities. Examines how specific projects relate to an organization's overall marketing strategy and the resources needed to implement such activities. Discusses criteria used to measure effectiveness of specific marketing activities.

## MATHEMATICS

### **MA 402 Math of financial Economics:**

PREQ: MA 233 and MA 335

This is an intensive problem-solving course aimed at helping highly motivated students prepare for Exam MFE, the financial economics portion of the third exam offered by the Society of Actuaries (SOA) and the Casualty Actuarial Society (CAS). The topics covered include rational valuation of derivative securities using the binomial as well as the Black-Scholes option pricing models; risk management techniques (such as delta-hedging) as well as elements of Stochastic Calculus.

The ideal candidate will have passed Exam P/1 and/or Exam FM/2 prior to taking this course and be willing to invest the extensive time and effort required to pass Exam MFE.

## MODERN LANGUAGES

### **MLCH 402 Seminar for Heritage and native Speakers of Chinese**

PREQ: Restricted to students who are heritage speakers or native speakers who can communicate well in Chinese both in speaking and in reading.

MLCH402 is a content-based Chinese course designed to help students better understand the historical development of Chinese commerce. The course is taught in Mandarin Chinese. Students will learn about

“silk Road”, “the adventures of Zheng He”, “the commerce movement in Qing Dynasty”, “Confucianism”, “Taoism” “Buddhism” and their impact on business people and the current Chinese society.

## **MLPO 298 Intermediate Portuguese I**

This course is the first part of the intermediate level of Portuguese. It is designed for students who wish to continue developing their linguistic skills and knowledge of the cultures of the Portuguese-speaking world. Conversational competency, writing and reading skills are emphasized through a variety of activities and authentic materials, such as literary texts, multimedia, films, music and a play.

### NATURAL AND APPLIED SCIENCES

#### **NASE 398: Health of Nations**

This course examines the ever evolving structure of the US healthcare system, its present and future challenges, and its current progress towards reform. We will discuss the role of prevention, the impact of access on health outcomes and how health insurance companies control costs while ensuring profits. The strengths and weaknesses of the US healthcare system will then be compared to health systems around the world with an eye towards learning what works elsewhere and may be applicable in our own country.

#### **PS 305: Environmental Psychology**

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.

### SOCIOLOGY

#### **SO 299 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.