

Spring 2013

CIN 370 001 & 002 Food & International Film.

This course is based on the analysis of international film, interpreting the films on a parallel track with other media, particularly literature and cultural theory. Students in this class will have the opportunity to explore the power of food to function as an important sustainer of human life and as a source of pleasure--as well as the power of business connected to the production and distribution of food--to shape the way we live in and experience the world. But it also explores the codes of food consumption--how food works in ways that are not directly about maintaining life so much as they have to do with elaborating cultural ideas. The course will highlight the wider context of debates concerning food production, distribution and consumption, including issues of fair trade, branding, fashion (including dietary fashions and fashions of dieting), anorexia, bulimia, obesity, veganism, and environmentalism (and therefore questions of sustainability and ethical use of consumable nature).

CIN 371 001 Great Dir:Cont Queer Directors

Beginning with a brief survey of how the status of the director has changed and how we have come to understand the director as the primary author of a film, this course examines a range of openly gay and lesbian directors who have attained substantial critical acclaim. Readings address the potential for queer authorship in both mainstream Hollywood and independent filmmaking. Students analyze films by queer directors as both aesthetic and political objects. We will pay particular attention to the work of directors such as Todd Haynes and Gus Van Sant, while also examining films from Lisa Cholodenko, John Cameron Mitchell, Cheryl Dunye, and Rose Troche, among others. By examining the work of queer directors, we will ask whether queer film is a meaningful category, analyze representations of sexual identity onscreen, and make sense of new forms of authorship in film.

This course examines representations of LGBTQ men and women and discusses the professional and ethical implications of how (and how best) queer cultural producers represent onscreen the communities to which they belong. It deals with the representation and experiences of LGBTQ men and women in and through film while raising questions regarding the responsibilities of media creators, especially when they themselves belong to minority groups.

LIT 366 001 American icons

The media turn to icons in American culture to send their messages effectively and efficiently, secure in the knowledge that people can be relied upon to receive these messages just as the senders intended. As we speed by these superbly packaged images, we rarely ask about the values they represent and the deeper messages about American culture that they are sending. In this course, we will stop and take a closer look. We analyze American literature, film, television, and other popular culture to examine the entrenchment of iconographic representations of the cowboy, the feminist, the capitalist, the soldier, the activist, and various kinds of new generation Americans (e.g., flappers, hippies, yuppies, slumpies, and millennials). We locate the roots of these American icons and trace developments of new iconic types or variations on established icons in more recent decades. The goal is to develop an understanding of how icons evolve and transform in response to changes in society itself. In doing so, we attempt to come to an understanding of what different icons tell us about American self-representations and cultural anxieties.

LIT 371 001 American Cities in Literature

This course uses literary texts as a lens through which to look at American cities and their significance for American culture in general and American Literature in particular. It aims at understanding urban American intellectual and social culture, and the architecture, music, politics and philosophy that embody it. We'll examine five important US cities – 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 writers and thinkers in American history, from the Romantic authors who generated a literary Renaissance in Boston to the musicians of Memphis and the countercultural activists of San Francisco. Readings for the course include texts by Henry James, Theodore Dreiser, Tennessee Williams and Joan Didion. Students will learn to approach literary texts in the context of the development of new forms of expression in architecture, music and film, and to study U.S. urban culture using the tools of several disciplines, including history, philosophy, politics and the arts.

LIT 395 Honors course Special Topics in American Literature— Asian American Experience in Literature

For as long as Asians have been in America, they have been characterized in a variety of ways, from the “yellow peril” to the “model minority,” from “perpetual foreigners” to “exemplary citizens.” Literature written by Asian Americans has illustrated anxieties over these characterizations. In this class, we will study a selection of novels, films, and poems by Asian Americans, and discuss how these texts articulate forms of community, national belonging, and settlement. The primary goal of this course is to analyze what categories like “Asian,” “American,” and “Asian American” mean in the context of national and global politics.

LIT 396 001 Special Topics in British Literature: Lovers, Clowns, and Con-Men: Comedy on Shakespeare's Stage

Since ancient times, comic dramas have aspired to provide “pleasure and profit,” to reform society by making its foibles and vices ridiculous. Classical comedy tended to the satiric; it was usually set in the city and aimed its barbs at high and low, the pious and the profane. In Shakespeare's time, comedies also featured young lovers. The typical plot was “boy meets girl, boy loses girl, boy gets girl”-- and her father's gold! These plays frequently took their characters into some “green world” outside the court or city, where a new social order (and sometimes new gender roles) could be created and –perhaps—brought back to the workaday world.

This course examines comedies written by Shakespeare and his contemporaries to explore the art of comedy, its social and cultural functions, and the surprising relevance of these Elizabethan plays to our lives and our world. Plays will include some of the following: Shakespeare, *The Comedy of Errors*, *Twelfth Night*, *The Tempest*, or *Measure for Measure*; Ben Jonson, *Volpone*, *The Alchemist*; Thomas Dekker, *The Shoemakers' Holiday*; Beaumont and Fletcher, *The Knight of the Burning Pestle*.

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 New York 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 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 a film and a novel that explore mid-century cultural anxieties related to technology, modern life, national identity, and changing gender roles. The containment of those anxieties in post-war U.S. culture 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, anti-war 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.

Finance

FI 402A 001 Financial Modeling

PRE or CO-REQ: FI 380 or FI 320 & (CC5 or WP).

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, valuation, portfolio theory and option pricing. Lectures will not only discuss the Excel application and relevant financial theory, they will also cover data analytics and visualization as well as programming style, enhanced readability, reuse and large-scale deployable model development.

FI402B EB1- Venture Capital Financing

PRE or CO-REQ: FI 380 or FI 320 & (CC5 or WP).

OBJECTIVES: 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, and potentially getting a job in the private equity industry.

The VC course will be taught one evening per week, based on material and/or case studies from the recently updated textbook [Venture Capital, Private Equity, and the Financing of Entrepreneurship](#) (4th Edition-2012) and the related [Venture Capital and Private Equity: A Casebook](#) (5th Edition-2012).

Each aspect of Venture Capital and private equity will be covered through a combination of lecture, case study and/or guest lecture divided into 4 areas: Intro. and working in the VCPE world, fundraising and objectives of LP's, Investing decisions, Exiting and new developments. Several guest lecturers from the local entrepreneur and VC community will personify the lessons from the text. Various articles and excerpts from related publications, will also supplement the course books.

Readings and cases will be assigned in advance and analyzed in class to reinforce the course text, with some graded assignments and exams. Student participation will be encouraged. A final term project focusing on a VCPE topic, or a case study, or proposed new venture chosen by each team of students to apply their knowledge is required. Short oral presentations of project results by each student team will be made at the end of the term.

The course will be taught by adjunct Professor Alain Hanover, a seasoned entrepreneur and venture capitalist himself, who has been on both sides of the table, both raising over \$100 million in venture capital for multiple startups and responsible for leading the investment and negotiating terms for financing of over 25 companies as a Venture Capitalist and Angel Investor over the past 30 years. He has lectured on entrepreneurship and venture capital financing numerous times, judged many business plan competitions, and mentored over 50 start-up companies at MIT, Harvard U., Harvard Business School, Babson, Bentley Univ., Boston College, Boston Univ., Olin College, Tufts, U. Mass. and WPI over the past 20 years. For additional information contact ahanover@bentley.edu

Fi 402C EB1 Mergers and Acquisitions

PRE or CO-REQ: FI 380 or FI 320 & (CC5 or WP).

Mergers and Acquisitions is an advanced finance course which is designed to examine all the 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 leveraged buyouts and the seller's perspective in a transaction. Other topics will include a discussion of alternatives to mergers and acquisitions such as joint ventures and licensing, as well as a discussion of post merger integration.

History

HI 395-001 History of Espionage

Kim Philby, perhaps the most infamous spy of the 20th century, defined espionage as the collection of “secret information from foreign countries by illegal means.” In this course we shall study spying outside Philby’s nation-state model, but it goes a long way toward defining espionage; it is something done in secret, it involves important information, and that goes a long way toward defining espionage; it is something done in secret, it involves important information, and that information often is collected by illegal and unethical means. This course surveys the world of espionage from ancient times to the present day. We shall study the spies, spymasters and organizations that have attempted to gain secret information and obstruct the efforts of their opponents. In the final analysis, we shall be looking to understand the role espionage has played in shaping international relations, military operations and, more recently, the corporate world.

HI 395-002 History of Plague

Plague has occurred in at least three major pandemics in human history. The “Plague of Justinian” spread around the Mediterranean in the 6th century AD; the “Black Death” began in Europe in the 14th century and recurred intermittently for the next 300 years, and the third pandemic started in China in the mid-19th century and spread world-wide. The bacterium that causes plague, *Yersinia pestis*, still causes several thousand cases every year, and in spite of intense scrutiny, the mechanisms by which major epidemics start and spread are still poorly understood. This course will examine plague’s history and impact on economic development, culture, religion and politics. It will also review the scientific evidence for the identity and transmission mechanisms for the plague bacillus in light of its continued threat to human health.

HI 399-001 History of Film, Fashion and Food in South Asia

Film, Fashion and Food in South Asia will introduce students to major representative works from different historic periods, including examples of architecture, painting, sculpture, clothing, cuisine and film. An emphasis will be placed on understanding the cultural, political and religious significance of these works against changing ideas of gender, sexuality and family, economic development and global trade and evolving concepts of beauty and taste.

HI 357-001 America and Its Arts

The course will deal with the intersection of American social, political and business history with the arts of the nation from the time of the American revolution through the present.

NOTE: (Course requires students to meet at Boston museums at least 3 times which count as a class).

Information Design & Corp Communication

IDCC 390A E01 The Business of Social Media Communication

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. 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 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.

Law

LA 402 Law for Entrepreneurs

PREQ: GB 110 or IP

Law for Entrepreneurs provides a comprehensive overview of business law as it relates to start-up companies. The course will try to follow an approximate sequence that an entrepreneur would normally travel in starting and operating a new business. The goals of this class are to alert students to and help them negotiate the legal hurdles of the start-up process so that they can both understand and mitigate the risks involved in such an important endeavor. Importantly, this course is not meant to replace the need for legal counsel in starting a business, but instead to highlight common legal issues so that entrepreneurs can work with attorneys in informed, efficient, and cost-saving ways. Pre-requisites: Introductory business law course such as

Management

MG340 (H01): Global Women's Leadership

PREQ: GB 215. Honors Program Students Only

This course will focus on the understanding and skills young women need for successful business careers in a global environment. With an embedded mentoring experience, Mentors from the local area and outside the United States will offer their perspectives throughout the semester as the course explores women as leaders at various organizational levels, in different national and organizational cultures, and across different industries. Through interactive exercises, students will take major steps in advancing three critical aspects of women's career development: *Knowledge and Skills* for leadership; *Networking and Relationships* for learning and influence; and *Image and Reputation* for impression management that leads to opportunities.

MG340A 001 Supply Chain Management

PREQ: GB 215

This course is intended to develop your understanding of the supply chain function and its challenges, as it is likely that no matter where you work within an organization, you will need to understand the supply chain process and its interactions both within your organization and with your firm's customers and suppliers. Supply chain management aims to optimize the *flow* of goods, services and related information through the supply network. Supply chain management addresses both processes invisible to the customer (such as sourcing of raw materials or make-to-stock production) as well as processes that interact directly with customers (such as order fulfillment). Supply chain management is therefore very relevant for both service and manufacturing organizations. We will study how goods and services are sourced, produced, inventoried and delivered from a series of suppliers to the final customer and how these operations fit in with the rest of the firm, and the firm's business strategy. We will also address how supply chain functions relate to the use of technology, as well as to the issues of ethics and corporate social responsibility.

MG 340B 001 Life Calling and Career Strategy

PREQ: GB 215

This interactive course examines careers and vocational calling from 1) a personal and spiritual journey perspective, 2) in relation to professional interests, values and competencies, and 3) as an exploration into strategies for identifying situations, opportunities, and work positions. Literature from academic and business sources, world religion texts and readings on calling, spirituality and the spiritual journey are required. Methods of discernment, meditation, reflection, and diaries are explained and used. This is not a religion or philosophy course, nor is any one perspective or approach taken. The course begins by defining calling/spirituality and explains how literature from careers, vocational calling, and different spiritual perspectives are used to explore each student's situation. Assessments, dialogue, class

presentations, and sharing will help explore individuals' particular strategies in exploring where their gifts can make a difference in the world of work and community.

MG340C 001 Sports Event Management
PREQ: GB 215

This is an experiential learning course providing students with the opportunity to actively participate in the planning and producing of a mid-sized sporting event, while simultaneously learning leadership and management skills. This course will discuss various aspects of sport event management, including budgeting, marketing, sponsorship, hospitality, site design, volunteer and staff management, media and public relations, registration, and operations. Students will be able to apply what they have learned to help produce a soccer tournament based in western Mass. The curriculum will include two trips to the UMass Amherst campus where the tournament will be held. The first half of the class will be focused more on lectures and discussions of key topics in sport event management, while the second half will be more focused on the practical application of the topics in the planning and production of the event.

MG340D E01 Effective Selling
PREQ: 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 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 explore various sales structures and compensation options. Sales is actually the process of problem identification and value delivery to a potential buyer. Salespeople develop the skills to discover a buyers "pain" and solve his/her "pain" problems. The most successful salespeople sell by asking questions, not trying to convince potential customers to purchase something they don't need/want and which does not solve a problem they are experiencing. Good salespeople solve problems for their customers.

Marketing

MK411 001 Marketing Project: Converse

CONVERSE Project is a very exciting collaboration with Converse to create a new product marketing strategy for a distinct consumer sneaker segment. Students will learn how sneakers are designed, developed and tested, how to conduct desk and field market research, how to use segmentation as a marketing strategy, and create their own marketing, advertising and social media campaign for Converse. It will include working with Converse executives, field trips and use of iPads to create and collect data.

Modern Languages

MLCH 398 001 Chinese for Business

Prerequisite(s): Students must have completed Intermediate Chinese II (MLCH 202) at a college-level, or its equivalent.

Chinese for business is a course designed to help upper-level students acquire the cultural background and practical skills to function and communicate effectively in a business environment in China. Students will 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 eight hundred Chinese characters, phrases and patterns and to read, write and type them. **I**

MLFR 402 Modern French Civilization 1870-2012 (3 credits)

Prerequisite(s): MLFR 202 or four-plus years of high school French

This course analyzes selected events of French history from the Third Republic of 1870 to the 21st century and its contemporaneous changes in society and the arts. We will explore art, film, architecture, music and literature as representations of the French cultural and social mindset. As such, MLFR 402 emphasizes a cross-disciplinary analysis of the French cultural mind set, as seen in artistic, cinematic, literary and political changes of modern France. Through a detailed study of the changes in France's civil society and the creative works resulting from these transformations, we gain insight into French civilization. Topics include the separation of church and state, Art Nouveau, World Wars I and II and subsequent social changes, Art Deco, the Occupation of France, the Fourth and Fifth Republics and the present tensions in France between socialism, the far right and the Gaullists. **I**

MLPO 299 001 Intermediate Portuguese II

Prerequisite(s): MLPO 298 or two-three years of high school Portuguese

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. **I**

NASE 402 Federal Environmental and Natural Resource Policy Seminar

PREQ: Any NASC class

National laws protecting the environment and governing the use, conservation and preservation of natural resources are partly based on current scientific understanding but almost always affect the way businesses operate profoundly. The U.S. has a long history attempting to balance economic growth with the preservation of the environment and human health by passing new laws and creating new regulations. This course will explore the science behind environmental and natural resource policy, from its historical roots to bills being debated in the U.S. Congress today. In addition to covering the role of science in the legislative process, specific topics will include major environmental laws and amendments, as well as proposals dealing with energy production and climate change.

Philosophy

PH 135 Medical Ethics

PREQ: PH 101 or IP

The course has three primary objectives. Through the presentations of and interactions with guest lecturers and the guided discussions of cases, videotapes and readings (with an occasional lecture), you should:

- A. Become acquainted with some of the theories, methodology, and terminology traditionally identified with the branch of philosophy called ethics, especially as they relate to issues that arise in the context of medical policy, research, and practice;
- B. Clarify your own ideas and become aware of the views of others about 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, as well as learn about and investigate concepts central to medical ethics such as (but not limited to) truth telling, informed consent, autonomy, and paternalism; and
- C. Begin to ask many questions and think in such a way that you will be more able to recognize and analyze some of the moral issues and dilemmas that arise in relation to health care.

Sociology

SO 402 001 Corporate Crime

This course uses a sociological perspective to examine the phenomena of corporate and white-collar crime. One of the aims of the course is to determine *what* constitutes such a crime and *who* the victims are. Examination of the organizational actors involved will be a central theme. Various case studies will be presented. Students will be tasked with answering “what constitutes justice?” when considering these crimes and those involved.