

Computer Info Systems

CS402 Advanced Computing Topics Seminar

Prerequisite(s): senior-level standing or instructor permission and (CS180 or CS213)

The HTML5 Canvas element will be examined. JavaScript will be used to create graphics-oriented web applications utilizing the Canvas element's properties and methods. A variety of graphics algorithms will be discussed and a polygon manipulation library will be developed and implemented in JavaScript.

English & Media Studies

CIN 371 E01 Contemporary 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.

LIT 392 001: Topics in Literary Themes: Revisions and Retellings

Our contemporary cultural landscape is littered with "adaptations" of previously told tales. Depending on our geographic, cultural and temporal specificity, we may not even be able to identify the "original" tales that have been reworked for our consumption. We can never, according to arbiters of what counts as a narrative, tell a completely new story, but the question remains "What do we do with these narratives that take up the 'told already' to 'tell again'?" We would perhaps be better served by asking why a particular narrative is taken up and retold in a specific historical moment. Analyzing retellings within contemporary popular culture, this course investigates revisions and reimaginations of previously told tales and asks students to get beyond the question of whether or not there is an original text that should be preserved, but to critically engage with what are not always obvious politics of revision, translation, and adaptation. Be forewarned: This course is not solely about the adaptation of literary texts into film as you will be expected to think across and participate with media platforms in ways that exceed exegetical frameworks

that limit adaptation to text and film. Students will read across multiple genres—folk tales, poetry, novels, films, graphic novels, games, spoken word performance and music as well as familiarize themselves with current debates in “adaptation theory” and move quickly to working with cultural texts. Assessment will be based on critical readings of primary and secondary texts, class participation and a final paper and project.

MC 300 001 *Alone Together: The Impact of Technology and Social Media on our Lives*

Does Facebook bring us closer together or leave us lonely? Is Google making us smarter or lazier? Can Twitter really change the world? In her book *Alone Together*, M.I.T. professor Sherry Turkle suggests that “the more we expect from technology, the less we expect from each other.” There are strong cases to be made on both sides of the argument, but one thing is certain: Technology and social media are changing everything — how we talk, how we work, how we relax. Even how we fall in love. Drawing from a wide variety of texts, movies, and music, this course will strive to conduct a deep and balanced investigation into how technology and social media impact our lives. In addition to course assignments and classroom discussion, we will also engage the larger Bentley community in a challenge to join us in a “digital fast” where participants disconnect from as many digital devices as possible over the course of a week.

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 001 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., Har

vard 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 001 and 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.

Global Studies

GLS 242 Current Political Issues: National Security Policy

This course will address the topic of U.S. national security policy from a historical-analytical, as well as contemporary perspective. The course begins with the National Security Act of 1947, proceeds through the impact of the 1986 Goldwater-Nichols reforms and ends with post-9/11 security considerations. The course will also focus on the policy process and current challenges in security policy including the Global War on Terror.

History

HI 395 001 Modern Art and Modern Society

The avant-garde movement known as "Modern Art" overturned canons of Western art which had existed since the Renaissance. Influenced by changing values in our "global village" since the Industrial Revolution, it continues with the art of the whole world. This course will examine changing aesthetics in terms of the social, cultural, political and economic milieu in which modern art has developed.

There will be three required class visits to local museums on weekends to be determined in the first week of class.

HI 395 002 Rebellion and Revolution: 20th Century Challenges to Empire

This course is about the global conflicts against empires in the twentieth century. We will compare and contrast case studies of the French-Indochinese Wars, the Vietnam War, the Algerian War, the Mau-Mau Rebellion in British Kenya, and investigate the movements for Independence in Cameroun and Madagascar, Korea, Indonesia, and India. The course will study insurgencies and counter-insurgencies and the history of guerrilla warfare that shook the 20th century.

HI 398 001 History of Sports

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.

Interdisciplinary

ID 299 001 Applied Social Research

Research is a central skill in virtually every aspect of ‘knowledge’ work and professional occupations. Being able to carry out careful inquiry and analysis is something that can lead to innovation, performance improvement, process enhancement, sound investment, policy recommendations, informed management decisions, and social action. Research is also a civic skill, necessary to explore and evaluate the world around you. Thus, applied social research is not just an academic exercise. It is something that all people can benefit from knowing how to do. This course will provide an introduction into doing applied social research. Students will become familiar with the variety of methods that are available, the topic of human subjects protections and research ethics, how conducting research in an applied context can impact the use of methods, the development of (multi-method) research designs, basics of analysis, and the communication of results. Guest speakers will be brought in to discuss how the concepts being discussed function in applied research settings. Students also will be responsible for developing a research proposal around a specific project, and basics of grant identification and submission.

Info Design & Corporate Communication

IDCC 390A E01 The Business of Social Media (Alyssa Hammond)

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 E01 Environmental Graphic Design (Mike Goldberg)
PREQ: Expository Writing I

This course is an introduction to the Environmental Graphic Design (EGD) discipline through lectures, guests speakers, field visits and assigned projects. EGD is a specialized discipline within the field of graphic design that focuses on three-dimensional design. Examples of Environmental Graphic Design include wayfinding systems, architectural graphics, signage, interpretive graphics, exhibit design, identity graphics, pictogram design, retail and store design, mapping and themed environments.

IDCC 390C 001 Effective Business Presentations (Mary Marcel)
PREQ: Expository Writing I

Our focus is on managing crises using oral communication. Companies face the ongoing likelihood that, due to factors both within and outside their control, crises will emerge which require timely and effective oral responses to multiple stakeholders: the public at large, including government and regulators; employees; victims; and corporate leaders inside the company. This class gives students the opportunity to develop their oral communication skills to effectively manage those crises in public, on-camera, executive-level and interpersonal settings. Students will learn how to prepare and deliver statements at press conferences; respond to questions from reporters; prepare video statements intended for YouTube; prepare for and effectively interact with victims and survivors in one-on-one settings; and craft and deliver persuasive presentations to corporate boards regarding crisis planning and prevention. In addition to public and interpersonal communication development, students will also develop skills in creating dynamic and effective PowerPoint presentations.

Mathematics

MA 299 Data Mining
PREQ: GB 213

This course will introduce participants to the most popular data mining techniques, with an emphasis on getting a general understanding of how the method works, how to perform the analysis using suitable available software and how to interpret the results in a business context. Topics will include linear regression models, logistic regression and categorical models, association rules analysis (also known as market basket analysis), cluster analysis, k-nearest neighbors, decision tree analysis. Additional techniques may be introduced if time allows.

Marketing

MK 399 001 Pricing Strategies

PREQ: GB 214

Pricing is the only marketing decision that brings revenue to most organizations. Yet most organizations experience difficulty managing their prices. Hence the objective of this course is to provide a useful conceptual framework as well as analytical techniques that can be applied in managing pricing function. Topics to be covered include pricing strategies, tactical issues related to pricing, pricing methods, treatment of costs for pricing, consideration of competition, legal and ethical limitations and the role of price in customer buying decisions for both consumer and industrial goods and services.

Modern Language

MLCH 398 001 Chinese for Business

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 five hundred Chinese characters, phrases and patterns and to read, write and type them. Oral communicative skills, with an emphasis on business-related topics, are primarily focused and developed in the class.

Natural & Applied Science

NASE 398 001 Industrial Ecology

Industrial ecology examines the relationships between the production of material goods and the effect this process has on humans and the environment. The course systematically examines the practices of extraction, processing, production, distribution, and consumer use of goods by quantifying material and energy flows through every step of the cradle-to-grave process. Students will examine readings, case-studies, and models to assess and develop an understanding of the complex balance between the earth's natural resources and satisfying human wants and needs. The course strives to emphasize that the solutions to global ecological sustainability lie not in the abandonment of technology but in the embracement and proliferation of it. Specific topics covered in the course may include a survey of environmental concerns, aspects of risk assessment, life cycle assessment, survey

of relevant economic policies and sustainability practices, and examination of coupled industrial solutions through industrial symbiosis.

Philosophy

PH 135 001 “*Law, Liberty, and Morality*”

PREQ: PH 101

It’s a free country, they say. But the law justifiably limits our actions. Theft and murder are properly prohibited, and subject to legal sanction. What else? Should you be able to use recreational drugs? Marry a person of the same sex? Say hateful things? Work for less than minimum wage? What moral principles should guide legislators as they devise laws for a just society? This course examines issues at the intersection of law, liberty, and morality. Topics to be discussed may include the nature and scope of the law, the value of liberty, the connection between the law and people’s religious or moral convictions, the duty to obey the law, and the justification of punishment.

Sociology

SO 299 001 Applied Sociology

This course will introduce the student to the fields of Applied, Clinical and Public Sociology. The applied and/or clinical sociologist not only tries to communicate a sociological understanding, but actively works toward doing something with it that will impact society at some level. Through this course, the students will examine the theories, methods, and contexts of applied and clinical sociology, as well as engage applied sociology through class projects. In this way, the primary goal of the course is to introduce students to becoming a practicing sociologist and to understand how sociology can be applied in various spheres of society. This course will allow students the opportunity to engage in a close examination of case examples, past studies, and current trends in the fields of Applied, Clinical and Public Sociology. In learning the skills, challenges, opportunities, costs, outcomes and deliverables related to these fields, students will gain an understanding of how sociology can be used as a powerful and impacting tool in a range of ways in society.