

Course descriptions for Fall 2015

FUSION CLASSES

FI 402A FN1 Special Topics in Capital Markets: 1918-2012

This course will explore developments in US and European capital market sectors, including fixed income, foreign currency, equities and gold from the beginning of World War I to today. Topics will include valuation, arbitrage, speculation, risk management, credit analysis and the impact of deflation and inflation on financial and economic conditions. Parallels will be drawn across this historical time frame including a comparison of the sovereign debt crisis that occurred during the Great Depression to the most current sovereign debt crisis that evolved from the 2008 Great Recession. This course will be clustered with Cyrus Veese's HI 391; students must register for both.

HI 391-FN1 Economic and Financial Roots of the American Century (1900-Present)

In the course of the 20th century the United States emerged as the most powerful country in the world, militarily, politically, financially, and economically, among other measures. This course will look at the economic and financial underpinnings of U.S. global power, starting before World War I and continuing through the 21st century. Topics will include the classic gold standard, war debts, trade policy, Great Depression, economic effects of World War II, the Bretton Woods agreement, revival of Japan, economic aspects of the Cold War, U.S. promotion of European Union, end of Bretton Woods and the Cold War, and economic and financial aspects of American power today.

Note: The course will be clustered with Donna Fletcher's capital markets course, FI 402A FN1; students must register for both.

Topics and Experimental course descriptions

Economics Courses

EC 299 Experimental & Behavioral Economics **PREQ; EC 111 & EC 112 & GB 213**

This course introduces the complementary fields of Experimental Economics and Behavioral Economics. Behavioral Economics adds insights from Psychology to the economic model of behavior. In so doing, it looks beyond the standard neoclassical model of how people and firms make decisions, examining ways in which behavior is not consistent with strict rational self-interested decision-making. This includes "irrational" behavior such as over-valuing losses and failing to exert the effort needed to find the exact choice that maximizes personal payoffs. It also includes social preferences, where people care about the payoffs of others and not just themselves out of concerns for fairness or altruism. Frequently, we will review how standard economic theory predicts people will behave in a given situation, and compare that to how people actually behave.

English

MC 300 E01 Film & TV Advertising: Themes & Practices

Diversity and Communication Intensive

This class combines close textual analysis of advertising-themed television and film with a study of the workings of the promotional screen industries. It begins with analysis of the cinematography and cultural messaging in TV programs and films that depict the advertising industry. Through the lens of these and other visual media, the class analyzes promotional strategies in the film, television, or magazine publishing industries. This second grouping of texts highlight a range of established and emerging promotional strategies. The final section of the class focuses on title sequences, film trailers, episode promos, web shorts, and other forms of “promo-tainment.” Before looking at emergent strategies in these areas of media production, the class offers mid-century case studies of short-form content-promotion hybrids produced by Walt Disney, title sequences created by Saul Bass (e.g., for *North By Northwest*), and iconic advertising campaigns that parallel the faux campaigns depicted in AMC’s *Mad Men*.

MC 320 001 ADVANCED PRODUCTION: DIRECTING

Everyone has an image of a film director. Many of us picture a man or woman in a beret with a bullhorn, sitting in a “director’s chair”, barking “action!” and “cut!” But – beyond being in charge - what does a director actually do in the real world of filmmaking? What are his or her responsibilities? In this course we will attempt to define the role of the director both through study and through hands on experience. The topics will include visualization & storyboarding, script breakdowns, casting & working with actors, location scouting, shot planning and film grammar, on-set procedures and the director’s role in post-production. The first half of the semester will give students a foundation in directing through readings, lectures, film analysis and exercises. In the second half, the class will be broken up into small film crews. Working from short scripts, each student will take a turn in the director’s chair. What will emerge is a set of short films in which each member of the class has directed a scene. Whenever possible, the class will engage with the greater Boston film community, including the opportunity for Bentley students to direct professional actors and speak with members of the local media industry.

LIT 391 001 Adaptation and Philip K. Dick

Science fiction, like “fantasy,” is preoccupied with limits. Unlike fantasy, science fiction is based on our real world understanding of who and what we are, what is materially possible, and a question of ontological futurity, what it will mean to exist in the future. Whether rendered in the context of a utopian or dystopian future, science fiction places us in worlds in which technological marvels such as: space and time travel, parallel universes, extraterrestrial life, and humanoid computers/robots are possible. As a genre, sci-fi is preoccupied with the consequences of scientific exploration and innovation and as a result often functions prophetically, anticipating and providing the imaginative foundation for actual scientific discovery. One need only consider the existence of “medical tricorders” currently being developed and refined by firms such as Scanadu, QuantuMDx Group, and Ibis Biosciences and the offering of a \$10 million dollar prize by XPrize® for “turning science fiction into reality” to see how a once hypothetical handheld medical scanning device wielded by the fictional Dr. McCoy of Star Trek fame has materialized and will be available on the market in the near future.

The course will begin with the first science fiction novel, Mary Shelley’s *Frankenstein*, to frame our discussion of the relationship between science, science fiction, embodiment, and belief. We will consider the impact science fiction has on the epistemological, what we know and how we know it. We will then move on to the work of one of the most prolific science fiction writers of the 20th century, Philip K. Dick, whose work has cinematic interpretations that have garnered over a billion dollars in box office revenue. This course requires students to think through questions of genre and platform, what it means to attempt to cinematically render the diegesis of a science fiction

literary text. Similar to the thematic concerns of these texts, we will occupy ourselves with the question of “limits” and our seemingly unquenchable desire to get beyond them.

LIT 395 001 *Transgender Literature*

“Trans” literally means “across or beyond.” This course surveys recent American literature to ask how people journey across or beyond gender categories. Are terms like “masculine” and “feminine,” “heterosexual” and “homosexual,” and “male” and “female” always mutually exclusive? Or can they be negotiated? Who defines someone’s gender, the individual or society? These stories, novels, poetry and films use drama, humor, and real lives to show us what transgender people and those around them experience, including cross-dressers, transsexuals, and people who live as one gender even though they are genetically another. **D; 4th c. option available**

LIT 395 E01 *Americans Abroad*

This is an interdisciplinary course in which we look at America through the eyes of both American intellectuals and foreign observers in order to examine the history of ideas about America’s role and image in the world. America and Americans have been alternately idealized and criticized by foreign political commentators and social critics who have written about American democracy, business and culture. And Americans – constantly engaged in asking themselves what it means to be American –continue to demonstrate a deep concern for the way American principles and systems are understood around the world. Our goal is to explore American identity by comparing what international and American writers have said about American politics, wealth, art and society with the varied observations of international commentators. We will read about the American expatriate experience through the eyes of Henry James and Ernest Hemingway and compare that to the experience of foreign visitors to the United States from Tocqueville to Dickens. And we will look at the United States through the eyes of Indian, Chinese, Middle Eastern and Asian critics of American culture, foreign policy and social life.

Global Studies Courses

GLS 242 001 *Politics Through Film*

According to the Motion Picture Association of America, more than one billion movie tickets are sold in a typical year in the United States. A good film can inspire its viewers, challenge people to think in new ways, and even educate its audience. The purpose of this course is to tap into the power of film to study, learn about, and deepen your understanding and appreciation of politics and government. We will view several films with political messages and interpret their larger meaning. We also will think critically about several important questions. How much power should government have? What is the proper balance between freedom (civil liberties) and order (national security)? What should the government’s role be in promoting social equality and economic fairness? What is the proper role of the press in a free and democratic society? What are the causes and consequences of corruption in government? Why does war exist and what justifies going to war?

GLS 299 *Latin American Cinema 001*

This course identifies key themes and styles of representation in Latin American cinema and investigates the ways in which this cinema expresses concerns and experiences of Latin Americans. We will consider the various forms, functions, and ‘voices’ of this cinema. In addition, we will investigate how this cinema fits into the larger socio-historical-political context of Latin America in our modern “globalized” world. Through our survey of Latin American cinema from earlier decades to that of today, we will notice that there have been many changes to how this cinema looks and sounds, but there have also been many continuities, especially in relation to the themes and concerns addressed by filmmakers. One of the central objectives of this course is to consider the ways in which cinema has shaped perceptions and understandings of Latin American experiences for audiences inside and outside of Latin America.

GLS 335 001 The Global Politics of Food

What are you eating? Why and where did it come from (and why there)? This course examines the environmental, social and political dimensions of contemporary food production, marked by the emergence of food as a commodity produced and traded by large global enterprises. We'll look at contemporary food production, scarcity, trade, and surplus at scales from the global to the local. We will also examine historical and contemporary patterns of food scarcity and hunger.

History Courses

HI 348-001 History of American Technology

Surveys the history of American technology from the colonial period to the present taking a thematic and chronological approach, which emphasizes social, economic, political and cultural impacts of technological change on American society. Themes this semester include Technology and the Workplace, Invention and Innovation, learning by looking – analysis of technology as material culture, and Communication.

HI 391-001 Immigration in American History

This course provides an overview of the history of immigration to the United States. Because America is a nation of immigrants, immigration and immigrants have constantly challenged and transformed the nation. We will be examining the shifting causes and patterns of immigration, similarities and differences among the experiences of immigrant groups in the United States, the growth of nativism, the development of legal restrictions, and the effects of immigration on the economic, social, cultural, and political life of the nation over time. Finally, because immigrants are also individuals, we will be reading several biographical accounts.

HI 392-001 History of Renaissance and Reformation

The changes that occurred in Europe from the late fourteenth through the seventeenth century mark the end of the Middle Ages and the birth of the modern world. The Renaissance – the 'rebirth' - that began in Italy and then spread across the continent, was more than a period of prolific artistic production. It was a fundamental change in the mentality of Europeans that affected politics, religion, art, philosophy and science. The rebirth of classical humanism not only produced great art; it created the modern mindset that led to the scientific revolution, new political ideas like democracy, and the abrupt shattering of the unity of western Christendom. The Protestant Reformation, that sprang from the new ideas of the Renaissance, created a new mental landscape for Europeans. In this course we will explore this turbulent and dynamic period looking at all of its manifestations. We will read and discuss writings from all aspects of the Renaissance and Reformation, including that of contemporaries like Machiavelli, Da Vinci, Luther, Calvin, Galileo and Shakespeare, study the art that was produced then, and see how these movements formed the world that we now inhabit.

HI 393-001 History of Genocide

Mass death has become integral to the modern world. Although the Jewish Holocaust has become the paradigm of genocide, ethnic cleansing and mass murder have continued on a global scale: Algeria, Armenia, Rwanda, Iraq, and Biafra are just some examples. Why has genocide become so common in a world so preoccupied with humanitarian causes? What is the historical connection between genocide and Liberalism? How is genocide different from state terror? We will study several cases of genocide around the world and the limitation of NGOs and humanitarian campaigns.

HI 395-001 History of North Korea

This course will examine the history of the Korean Peninsula beginning from the late 19th century to the present. We will consider Korea's initial encounter with western imperial nations, its annexation by Japan in 1910, the 1919 March 1st Movement for Korean independence, and the rise of Korean nationalists and the birth of the Korean communist movement in the period before World War II. After Japan's surrender in 1945, North Korea was initially

occupied by the Soviet Union, who installed Kim Il-sung as its leader. We will study the accumulation of power in the hands of the Workers Party of Korea and the Kim dynasty: Kim Il-Sung (ruled 1948-1994), his son Kim Jung-il (ruled 1994-2011), and grandson Kim Jung-un (2011-?). Key topics will include the history of the Korean War, North Korea's militarized social structure, its history of foreign relations with the Soviet Union, China, Japan, and the United Nations, its policy of *juche* (self-reliance), the history of North Korea's nuclear weapons program, and the ongoing economic crisis which has led to years of famine. We will read primary accounts of life in North Korea from escaped refugees, and also examine the reasons why some refugees retain a fierce loyalty for this totalitarian regime.

Interdisciplinary Courses

ID 299 001 Methods in 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. 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.

Information Design and Corporate Communication Courses

IDCC 390 Environmental Graphic Design

PREQ: Expository Writing I

This course is an introduction to the Environmental Graphic Design (EGD) discipline. 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.

Law Courses

LA402 001 Issues in Constitutional Law: Religious Freedom and Equal Protection

Prerequisite: LA108 and Instructor's Permission

This special topics seminar reviews recent legal issues and case law regarding religious freedom under the 1st Amendment. Discussion will center the Constitution's protection of the free exercise of religion by religious minorities. Coupled with a discussion of the free exercise issue is a discussion of the complementary role played by the 14th Amendment Equal Protection Clause. Materials for the course include approximately 20 U.S. Supreme Court decisions relevant to both the 1st and 14th Amendments. Grading will be based on written case reviews, active class discussion, an informal written brief on a simulated constitutional case problem, and a simulated oral argument. Students will also team up and participate in a regional moot tournament sponsored by the American Collegiate Moot Court Association.

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.

MA 402 001 Data Science

PREQ: MA 139 & Pre-Coreq GB 213

Working with and finding value in data has become essential to many enterprises, and individuals with the skills to do so are in great demand in industry. The required skill set consists of the technical programming skills to access, process and analyze a large variety of data sets, including very large (big data) data sets, and the ability to interpret and communicate these results to others. This course presents the essentials of this skill set and begins with an introduction to the R programming language.

MA 402A 001 Actuarial practicum with advanced Excel modeling

PREQ: Instructor permission required (This course is financially supported by Liberty Mutual so only select students will be allowed to register). Pass fail option is not available for this class.

Students enrolled in this course will have the opportunity to work on an actuarial project sponsored by Liberty Mutual as well as to develop proficiency with advanced features of Microsoft Excel for mathematical modeling. The project component will require students to work in teams advised by working actuaries to develop an insurance product and consider issues such as marketing, setting rates and reserving. Additionally, students will be exposed to a variety of advanced Excel topics such as advanced worksheet functions, data importing and manipulation features, modeling and model-solving tools, clear reporting, creating workbook applications, and an introduction to VBA. Such Excel skills are commonly used in analytical careers, including actuarial careers.

Management Courses

MG340 E01 Corporate Governance: Boards of Directors, CEOs & Activist Shareholders

PREQ: GB 215

Corporate governance topics are now major news stories on a daily basis. Corporate directors – long invisible outside the boardroom -- are being challenged for their decisions; CEOs are serving shorter terms, and often not by choice; and activist shareholders are demanding changes in corporate strategies and seats on the board. Corporate governance, which focuses on the relationships among boards of directors, CEOs, and other stakeholders, especially shareholders, has been undergoing rapid change. This is attributed in part to the numerous corporate failures in the past two decades, e.g., WorldCom, Enron, Lehman Brothers, and to the 2008+ financial crisis.

This course explores the dynamics of these relationships among directors, CEOs and shareholders, and how they impact stakeholders more broadly, including employees, the communities in which they operate and society as a whole. The growing and changing roles of institutional investors and activist shareholders are assessed, as are the impacts of regulations such as Sarbanes-Oxley and Dodd-Frank on issues including executive compensation, succession planning, risk management and proxy access. While the primary focus of the course is on U.S. public companies, we also address best practices, failures and mechanisms of corporate governance in other countries, especially those in Europe and Asia. **Guest speakers** will come to class to talk about their experiences as board members, institutional investors, CEOs and/or corporate governance experts.

Marketing Courses

MK399 Pricing Strategies – A Marketing Perspective

PREQ: GB 214

The objective of this course is to provide a useful conceptual framework as well as analytical techniques that can be applied in understanding and managing prices from a marketing perspective. The conceptual framework consists of three modules including setting an initial price, modification of existing prices, and developing a price structure by applying different price-segmentation fences. Specific topics to be covered include assessing value to the customer, customer cognitive and emotional responses to price changes, identifying price-segmentation fences, pricing strategies, tactical issues related to pricing, pricing methods, consideration of competition, legal and ethical limitations and role of price in customer buying decisions for both consumer and industrial goods and services. Lectures, discussion of readings, exercises, and analysis and discussion of pricing related cases will be the bases for gaining understanding and interpreting pricing decisions.

MK 411 Marketing Project – Corporate Immersion

PREQ: GB 214 and (CC7 or WP or IP)

The course focuses on the design, development and execution of a marketing project on a team basis for an actual client organization. Studies management issues in implementing marketing plans and activities. Executives and senior managers from the company will participate in class discussions and work directly with students in class. 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. A high level of initiative and self-discipline is required to do well in this course. This is a communication intensive course and students will be required to conduct several presentations and numerous written assignments.

Modern Languages Courses

MLCH 402 Seminar for Heritage and Native Speakers of Chinese (3 credits)

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

MLCH 402 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 the *Silk Road*, the *Adventures of Zheng He*, the commerce movement in *Qing Dynasty*, *Confucianism*, *Taoism*, and *Buddhism* and their impact on business people and current Chinese society.

MLSP 402 001 Multicultural Spain: Its autonomous regions and current affairs

This course studies the seventeen autonomous regions in Spain through a multidisciplinary approach. It will introduce topics ranging from art, architecture, literature, history and other cultural evidence from its early origins to modern Spain. In order to gain a better appreciation of Spain today, there will be assigned readings from various Spanish newspapers.

Natural and Applied Sciences Courses

NASC 199 001 & 002 Chemistry of Life (4 credit lab science)

From artificial limbs to wearable health technologies, our ability to improve the health of humans stems from a thorough understanding of biological molecules and how they interact to form functional systems. Beginning at the atomic level, this course introduces students to the basic structure and function of biologically important molecules. Students will examine how the bonding and structure of a molecule dictates its interaction with its surrounding environment, with a particular focus on human systems. Students will evaluate the ideas of systems thinking and material balances by examining material fluxes and metabolic reactions within the human body. Finally, students will relate these fundamental chemical concepts to innovative products and processes in the fields of biomaterials and biotechnology using examples of early-stage and established products. As a supplement to the formal class meetings, the course involves hands on laboratory-based scientific research. During the first part of the lab section, students will be trained in state of the art techniques for conducting modern day research. In the second portion of the lab, students will design their own experiments, collect data, and present their findings in a formal scientific presentation.

NASE 397 001– Futurism: Innovation, Science and Business:

How will the innovations of today become realities in the future? This course will consider the amazing future imagined by today's scientists, and examine the business models that could make this happen. This course is about both technical and business innovation. Specifically, we will examine transportation of the future: self-driving (autonomous) vehicles, flying cars, hydrogen-powered vehicles, personal transportation devices, hyperloops, space elevators, and routine travel to space and colonies on Mars. How will businesses create value from these radically disruptive technologies? What new businesses will emerge? What existing businesses will be affected by creative destruction? What role will you play?

NASE 398 001 Bugs in the System: The Role of Insects in Human Affairs

Insects may be small, but they exert enormous impacts, both positive and negative on all aspects of human livelihood. They consume and destroy crops and stored food, degrade real estate and claim more lives per year than all wars and natural disasters combined. This course will examine in detail the economic importance of insects in all aspects of human endeavor. Starting with an introduction to the unique biology of these organisms, we examine their role in natural cycles as well as their various impacts on human affairs including health, agriculture and construction. Taking advantage of double block sessions, this course will include several local field trips sites within walking distance of the Bentley campus and will integrate lectures with interactive laboratory sessions.

PS 399 001 Nonverbal Behavior & Judging Others

How do we communicate nonverbally and how do we use nonverbal information to form impressions and make judgments of others? This course is designed to introduce students to the basics of nonverbal behavior and how they influence our interpersonal interactions. The course will introduce students to research on various nonverbal cues, including gesture, touch, gaze, appearance, and facial and vocal cues. In addition, making judgments of others based on their nonverbal behaviors is a ubiquitous part of our interpersonal interactions. The second half of the course will explore how we perceive others, with a particular emphasis on first impressions and the role of gender and culture in these perceptions. We will also dispel common myths about nonverbal behavior in deception detection. Throughout the course, examples and activities will focus on the application of nonverbal behavior in healthcare and business settings.

Philosophy Courses

PH 135 001 Global Justice and World Order

PREQ: PH 101

This is a course surveying current topics in global justice. This course will consider statist and cosmopolitan conceptions of world order, ethical frameworks for state and non-state actors, and particular questions that arise among state and non-state actors on matters of security, politics, economics, and the environment. Is terrorism a law enforcement problem or a basis for a new kind of war? Is humanitarian intervention a matter of moral duty, political expediency, or both? Is democracy the only legitimate form of government? Should there be a principle of global distributive justice? Is there a way to respect reasonable pluralism without compromising human rights? This course will give students a background in the subject of global justice and provide students an opportunity to work individually and collectively on these and other important questions in global justice.