

Pilot Courses for New Bentley Curriculum Fall 2020 Semester

- Ready for Something New? Try one of Bentley's pilot course offerings!
- Join our excellent professors in their classrooms to experience an innovative learning experience this fall.

Choose from the available courses below. The information on prerequisites and what degree requirements a course meets is included below.

General Education Core Pilot

PH 101 P1 Ethics and Critical Thinking with Professor Aaron Ancell

Prerequisites: none

Ethics and Critical Thinking will comprise three units: logic and critical thinking, ethical theory, and applied ethics. An emphasis on critical thinking –together with probing inquiry and careful analysis – will be the unifying thread of the course. Significant attention will be paid to how to think. This mode of thinking is useful in all academic disciplines, and applicable to problems encountered throughout students' lives and careers. But in Ethics and Critical Thinking, the dominant subject matter for the exercise of this thinking – what to think about –will be ethics and applied ethics.

Course designation: fulfills PH 101 requirement

Arts and Sciences Elective Pilots

ID 140 P1 Business and Society with Professor Kiana Pierre-Louis

Prerequisites: none

This course begins with a hypothesis: to a significant degree, all societies define themselves through decisions they make about how to organize their economies, private sectors, and business enterprises. Every society on the planet makes choices about how to promote economic growth, how to prepare young people for future jobs, deal with inequality, protect the environment, encourage innovation, and provide public services. Because these decisions are so essential to how every society functions, we should think of *business* and *society* as an integrated unit rather than as separate and opposite.

In this course we will explore the ways different societies have defined themselves in relation to private enterprise. To make it easier to understand and categorize the vast range of decisions about business, we have organized them into a dozen pairs of terms that define a spectrum of ideas, as you can see below. Some of these terms will look familiar, others less so. To make sure we take the broadest view possible of business and society, we begin with two pairs of terms that are really big!

Course designation: ID 140 P1 counts as an Arts and Sciences or unrestricted elective.

LA 140 P1 Heroes and CEOs with Professor Liz Brown

Prerequisites: None

Do you want to use your business education to change the world, but don't know where to start? This groundbreaking new course brings together guest faculty from twelve different fields to help you learn how to solve important global problems effectively, as well as why, when and how to collaborate with people with different expertise. In our first few meetings, we will learn how best to frame wicked problems, using design thinking, systems thinking and CSR strategy. Next, we will focus on three specific global problems. For each problem, students will get an introduction to at least three fields of study, led by guest experts from across the Bentley faculty, and explore how synergistic partnerships lead to better solutions. There is also room for students' personal priorities. You will have the opportunity to use these fields to address a fourth wicked problem that is meaningful to you. Developing global problem solving skills will help you become a more agile, creative and effective problem solver in any business or social system. As a bonus, this course will introduce you to various fields you may want to study further at Bentley, including management, law, marketing, philosophy, environmental science, psychology, accountancy and literature. Join us for Heroes and CEOs! *Communication Intensive*.

Course designation: LA 140 P1, may count as an Arts and Sciences or unrestricted elective and be used towards a law minor.

GLS 298 P1 Business and Society: Science, Technology and Society with Professor Hans Eijmberts

Prerequisites: None

The course will provide the students with a general conceptual framework and analytical tools to understand, analyze, and interpret the role of science and technology in business, in government, and society as a whole through the lens of political decision-making. In particular, this course focuses on the role of science and technology in economic and social development, to which government-and other political decision-making contributes or can mitigate. This course regards science and technology as a tool, as a driver, and as an outcome of economic & social development and business and public decision-making. Topics covered include the role of government and business in innovation and economic growth, the role of militaries in the development of science and technology, environmental costs of heightened technologization of social and business life, the governance and regulation of the effects of scientific and technological progress, public and private funding of science and technology, and broader societal, political, legal, and ethical consequences of scientific discovery and technological progress.

Course designation: GLS 298 P1, fulfills a Humanities and Social Science elective, an Arts and Sciences elective and may be used in the International Affairs and Public Policy major, politics minor and Global Perspectives LSM

SO 299 P1 World Religions and Society with Professor Miriam Boeri

Prerequisites: None

World Religions and Society is a cultural immersion learning experience course designed to provide students with a better understanding of belief systems and worldviews. The course will contextualize interfaith class conversations embedded in historical and sociological knowledge. Guest speakers from

different world religions and books on religion from sociological perspectives provide insights on worldviews that will be examined in class discussion. Students may choose to engage in cultural immersion experiences in religious field sites, (e.g., services in the Greater Boston area) or in academic immersion experiences that examine complex multicultural religious issues through scholarly literature. All students will write papers synthesizing their learning experiences and submit a reflection journal. This course will prepare students for the cultural diversity of modern social life in a global society.

Course designation: Sociology 299 P1, fulfills the social science general education requirement, Humanities and Social Science elective requirement, Arts and Science elective requirement, may be applied to the Sociology minor.

MA 100 P1 Facts and Fiction: Seeking Truth with Data with Professor Noah Giansiracusa

Prerequisites: None

At no time in human history has information been so abundant, nor has it been more important for students to be able to distinguish facts from fictions, develop evidence-based arguments, and account for the subtle biases that afflict our everyday thinking. These skills are essential for civic engagement in our democracy and also for business decision-making. This course aims to provide Bentley students with these skills. We focus primarily on the ways that data have been used to both obfuscate and reveal the truth, while also incorporating interdisciplinary insights from economics and psychology. The class is organized around readings, discussions, and presentations. Although data is our recurring theme, we take a big-picture conceptual approach that will be accessible to all students; no prior mathematical knowledge is needed.

Course designation: MA 100 P1 counts towards Arts and Sciences elective or the Math/Science elective in general education requirements

Business Core Pilots

IT 101 P1, P2, P3 Solving Business Problems with Technology

Prerequisites: None

In this course, students will go through the process of starting and running a small business from an information technology perspective. Each week's topic will build upon the last as students learn the technical skills needed to get a business up and operational, while using critical thinking skills to make business decisions that will affect the bottom line.

Technical skills will include developing a solid understanding of traditional productivity software (spreadsheets, word processing, presentation software, databases, email, etc.) including an intermediate level of Microsoft Excel. Students will create web sites by coding in HTML and CSS and use social media sites to market and advertise.

Students will build a fundamental understanding of digital technology and the implications of hardware, software, cloud and networking decisions on their business operations. They will use various software programs to create, modify, and present business documents. They will develop healthy computing habits to keep their machines and data safe and will explore the ethical issues of keeping business data safe and secure. Students will be able to explain the role information technology plays in today's society by discussing the various legal, societal, ethical, and economic dilemmas and trends driven by information technology. They will look at emerging technology trends and when and how to use them to stay ahead of the competition.

By the end of the semester, students will be using information technology as a standard tool for problem solving of all types and in all class work.

Course Designation: fulfills IT 101 requirement

GB 310 P1 Digital Transformation of Business with Professor Jeff Proudfoot

Prerequisites: GB 213, GB 212, GB 214, and 51 completed credits

Businesses rely on the efficient and effective execution of business processes to ensure value creation and sustained profitability. Efficiency and effectiveness are often maximized through the digital transformation of business processes using business information systems, often resulting in a dynamic environment of changing roles, relationships, and metrics.

This pilot course will cover three main topic areas that allow the student to develop an applied understanding of how digital transformation changes the way businesses operate:

(1) a survey of business information systems topics and the context of how these topics relate to business from an organizational perspective;

(2) the importance and pervasiveness of business processes and how they can be identified, integrated, quantitatively evaluated, and improved; and

(3) the function and value of enterprise systems (e.g., ERP, CRM, SCM, etc.), the risk exposure organizations encounter/accept to deploy these systems, and the use of these systems to promote process integration and execution.

As a capstone experience, this pilot course will also allow the students to participate in a two- day supply chain simulation competition (ERPsim), in which they use SAP to carry out numerous business processes and make business decisions in an attempt to maximize inventory sales relative to their classmates.

Course designation: GB 310

Major/Minor and Business Elective Pilots

IPM 299 P1 Emerging Technologies in Business and Society with Professor David Murungi

Prerequisites: None

This experimental course is designed to help students become familiar with a variety of emerging information technologies (IT) that are used in organizational settings. It will also enable students to understand the positive and negative consequences of the deployment of these technologies. Examples include: wearable devices (e.g., Fitbit, Apple Watch), surveillance systems (e.g. robots, drones, and remote management tools), artificial intelligence (AI) and machine learning (ML) systems, enterprise social media, social customer relationship management (SCRM) systems and more. Students will understand how these technologies work in organizational settings, and they will be exposed to issues associated with their “dark side” (unintended effects of their uses or uses that deviate from the original design). Both the bright and the dark side of the employment of emerging technologies in organizations have important consequences for society at large. The students will be intellectually challenged with thematic reflections on how to design, implement and use technologies in a way that promotes both efficiency, sustainability, and well-being at work and product/service quality

and ethical use, while mitigating the “side effects” affecting employees and society at large.

Course designation: IPM 299 P1 fulfills a business elective and may be used towards the IPM minor. Check with appropriate department chair for permission to apply the course to other majors or minors.

CS 298 P1 Data Driven Decision-Making with Professor Heikki Topi (CIS)

Prerequisite: IT 101

This experimental course will develop the students’ foundational competencies in the use of data to solve business and/or societal problems. The students will strengthen their ability to critically analyze complex problems using a variety of data sources and to effectively present their ideas to others. This requires capabilities in:

- Understanding how data can support effective problem solving and decision making in specific problem contexts,
- Identifying types and potential sources of relevant data,
- Acquiring, cleaning and structuring the data for analysis and decision support,
- Analyzing the data with relevant tools, and
- Presenting the results of the analysis effectively to various stakeholder groups.

The course not only prepares students for professional careers but also gets them ready for further study in a broad range of specialized areas of business. It is difficult to imagine a professional specialty that does not require data-related problem solving competencies: whether one explores an enterprise through the lens of accounting, finance, marketing, operations, or human resources (or any combination of these), gaining competencies in the use of data is an essential element of professional preparation.

Course designation: CIS 298 P1 is a business elective and **may be used towards the CIS minor, but not the CIS major**. Check with appropriate department chair for permission to apply the course to other majors or minors.

MK 399 P1 Essentials of Marketing Strategy: Insights, Design and Impact with Professor Laurel Steinfield

Prerequisites: 15 completed credits

This course teaches students key skill sets that are critical to success in the business field and ethical marketing practices. It focuses on building marketing knowledge, and analytical, creativity, and design thinking skills, in an applied fashion. Students gain hands-on experience related to creating and implementing innovative solutions to wicked problems and gauging impact. In the course, students will conduct marketing research to understand how consumer behavior relates to a wicked problem (*insights*), and then, over the course of the term, they will work to create and implement (*design*) proposed solutions, and test and analyze results (*impact*). Through this course, students will learn about the critical role that marketing plays in the everyday decisions made by senior management in businesses across industries and across global markets.

Course designation: MK 399 P1, fulfills a major or minor elective in marketing or management.