LEHMAN COLLEGE
OF THE
CITY UNIVERSITY OF NEW YORK

DEPARTMENT OF MANAGEMENT AND BUSINESS INNOVATION

CURRICULUM CHANGE

1. **Type of change:** *Experimental Course*

2.

Department(s)	Management and Business Innovation
Career	[X] Undergraduate [ ] Graduate
Academic Level	[X] Regular [ ] Compensatory [ ] Developmental [ ] Remedial
Subject Area	Business
Course Prefix & Number	ECO/BBA 123
Course Title	Generative AI Tools in Business
Description	Generative AI tools, including OpenAI's ChatGPT, Microsoft Copilot, DALL-E, Whisper, and Sora, explores the tools' capabilities, effective use, and ethical implications of AI tools and technologies.
Pre/ Co Requisites	
Credits	1
Hours	1
Liberal Arts	[X] Yes [ ] No
Course Attribute (e.g. Writing Intensive, WAC, etc)	
General Education Component	__X_ Not Applicable ____ Required ____ English Composition ____ Mathematics ____ Science ____ Flexible ____ World Cultures ____ US Experience in its Diversity ____ Creative Expression ____ Individual and Society ____ Scientific World

3. **Rationale:**

Generative artificial intelligence (AI) promises to revolutionize all business operations, from streamlining processes to fostering creativity and personalization. As reported by the Boston Consulting Group (https://www.bcg.com/capabilities/artificial-intelligence/generative-ai), generative AI has " the potential to transform entire industries. To be an industry leader in five years, you need a clear and compelling generative AI strategy today." According to a report by Mckinsey & Co. (https://www.mckinsey.com/capabilities/mckinsey-digital/our-insights/the-economic-potential-of-generative-ai-the-next-productivity-frontier#introduction), "generative AI is poised to transform roles and boost performance across functions such as sales and marketing, customer operations, and software development. In the process, it could unlock trillions of dollars in value across sectors from banking to life sciences." To maintain or gain a competitive edge, all business leaders and entrepreneurs must understand what AI is, its capabilities, and its usage. This course aims to provide an understanding of the topics at an introductory level through hands-on projects.

4. **Learning Outcomes (By the end of the course, students will be expected to):**
By the end of the course, students will:

- Understand the fundamental concepts of AI and Generative AI.
- Gain proficiency in leading AI tools to enhance productivity and creativity.
- Address ethical concerns and understand the impact of AI in various fields.
- Develop skills to integrate AI tools into professional and personal projects.

5. **Date of Departmental Approval:**
Management and Business Innovation: 9/11/2024
Finance, Information Systems, and Economics: 8/30/2024

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CURRICULUM CHANGE

1. **Type of change:** Change of Experimental to Permanent Course,

2.

Department(s)	Management and Business Innovation
Career	[X] Undergraduate [ ] Graduate
Academic Level	[X] Regular [ ] Compensatory [ ] Developmental [ ] Remedial
Subject Area	Business
Course Prefix & Number	BBA 131
Course Title	Introduction to Real Estate Investment
Description	Real estate acquisition, development, and valuation. NOTE: Includes project-based, experiential, and off-campus activities.
Pre/ Co Requisites	
Credits	1
Hours	1
Liberal Arts	[X] Yes [ ] No
Course Attribute (e.g. Writing Intensive, WAC, etc)	
General Education Component	_X__ Not Applicable ____ Required ____ English Composition ____ Mathematics ____ Science ____ Flexible ____ World Cultures ____ US Experience in its Diversity ____ Creative Expression ____ Individual and Society ____ Scientific World

3. **Rationale:**

This course is offered in partnership with Project Destined, a non-profit organization that administers a real estate-based education program focused on empowering underserved communities. While students undertake in-class learning on real estate management and financing, they will also receive applied learning through project work based on Project Destined's work.

4. **Learning Outcomes (By the end of the course, students will be expected to):**
Upon completion of this course, students will be able to:

(1) Use “Strategic Storytelling,” a business communication tool used in business and deal making;
(2) Describe different types of real estate and key players in the real estate market;
(3) Discuss the various types of acquisitions, the process, and key players involved in acquisition of a property;
(4) Use analytical tools to conduct basic asset valuation and perform an analysis of a profit and loss statement;
(5) Articulate the fundamentals of property management and key metrics and tools used in annual and long-term property asset performance measurements;
(6) Use communication and presentation tools for effective business presentations;

5. **Date of Departmental Approval:** 9/11/2024

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2.

Department(s)	Management and Business Innovation
Career	[X] Undergraduate [ ] Graduate
Academic Level	[X] Regular [ ] Compensatory [ ] Developmental [ ] Remedial
Subject Area	Business
Course Prefix & Number	ECO/BBA 195
Course Title	Introduction to Python for Business
Description	Python programming while incorporating key business concepts in Finance, Economics, Marketing, and Strategic Management.
Pre/ Co Requisites	
Credits	1
Hours	1
Liberal Arts	[X] Yes [ ] No
Course Attribute (e.g. Writing Intensive, WAC, etc)	
General Education Component	__X_ Not Applicable ____ Required ____ English Composition ____ Mathematics ____ Science ____ Flexible ____ World Cultures ____ US Experience in its Diversity ____ Creative Expression ____ Individual and Society ____ Scientific World

3. **Rationale:**
By combining Python programming with fundamental business concepts in Finance, Economics, Marketing, and Strategic Management, the course equips Business Majors

with valuable skills and knowledge that are highly relevant in the modern business landscape and offers a unique opportunity to develop sought-after skills, enabling them to stand out in the job market. The Bureau of Labor Statistics projects a 22% job growth rate between 2019 and 2029. Demand for Python skills has increased by 41% worldwide.

4. **Learning Outcomes (By the end of the course, students will be expected to):**

1. Explain Python's basic principles, syntax, and essential data types.
2. Utilize variables, expressions, and operators to compute and manipulate data.
3. Implement control flow structures such as if-else statements and loops to control the flow of program execution.
4. Create and use functions to modularize code and enhance reusability.
5. Apply Python for various programming tasks and problem-solving scenarios in business and economics so students can gain confidence in writing Python programs independently.

5. **Date of Departmental Approval:**

Management and Business Innovation: 9/11/2024
Finance, Information Systems, and Economics: 9/13/2024