## 2020 COLLEGE CATALOG ADDENDUM

## ACADEMIC CALENDAR

The Spring Mid-Session on page 5 has been revised as outlined below:

| Spring Mid-Session | |
|---|---|
| Friday, March 6, 2020 | New Students Orientation |
| Monday, March 9, 2020 | First Day of Classes |
| Sunday, March 15, 2020 | Last Day to Add/Drop Classes |
| Sunday, April 12, 2020 | Last Day to Withdraw from Classes |
| Sunday, May 3, 2020 | Last Day of Classes |

## ACADEMIC HONORS

The Academic Honors requirements on Page 39 have been revised as outlined below:

### THE PRESIDENT'S HONOR ROLL

The President's Honor Roll recognizes undergraduate students who have completed twelve (12) or more credits of coursework during the term with a 3.80 grade point average or better.

### THE DEAN'S HONOR ROLL

The Dean's Honor Roll recognizes undergraduate students who have completed twelve (12) or more credits of coursework in a term with a 3.50-3.79 grade point average.

## INSTITUTIONAL SCHOLARSHIPS AND GRANTS

The Institutional Scholarships and Grants listed on page 27 have been amended to include the following grants:

| | | |
|---|---|---|
| Educators' Grant | 50% of tuition | The Educators' Grant is for current educators and education administrators who want to continue with graduate coursework. Candidates must be a current primary, secondary, or postsecondary teacher or administrator and enrolled in the MA in Entrepreneurship and Innovation degree program. Candidates must have completed an undergraduate degree program at an accredited college or university. Eligible students have the opportunity to receive 50% tuition scholarships. Students must be enrolled with full-time status of 6+ credits per term and maintain a GPA of 3.0 or higher. To qualify, applications must be submitted with proof of educator or administrator status (i.e. letter from school on official letterhead that verifies position/status). |
| Business Partnership Training Grant | 50% of tuition | This Business Partnership Training Grant is for current employees of companies that have a business partnership with Cogswell who want to continue with graduate education. Candidates must be an employee in good standing with a Cogswell business partner and enrolled in the MA in Entrepreneurship and Innovation degree program. Candidates must have completed an undergraduate degree program at an accredited college or university. Eligible students have the opportunity to receive 50% tuition scholarships. Students must be enrolled with full-time status of 6+ credits per term and maintain a GPA of 3.0 or higher. To qualify, applications must be submitted with verification status (i.e. letter from company on official letterhead that verifies position/status). |

## TUITION AND FEES

Effective 01/06/2020: The Student Housing Application Fee on page 19 is a one-time fee of $300.

Effective Fall 2020, Tuition and Fees are as outlined below:

| Tuition and Fees (Effective: Fall 2020) | |
|---|---|
| **Tuition** (per credit hour): | $866 |
| **Fees** (per term): | |
| Campus Fee (Undergraduate Students): | $500 |
| Technology Fee (Graduate Students): | $50 |
| Student Tuition Recovery Fee (STRF): | $0 |
| Books and Supplies (Estimated): | $500 |
| Housing Fee: | $6,395 |
| **Other:** | |
| Enrollment Fee: | $100 |

| Charges (for the first term) | | | | |
|---|---|---|---|---|
| **Tuition and Fees** | **Undergraduate Students** | | **Graduate Students** | |
| | w/o Housing | With Housing | w/o Housing | With Housing |
| Undergraduate Tuition (based on 15 credits): | $12,990 | $12,990 | | |
| Graduate Tuition (based on 9 credits): | | | $7,794 | $7,794 |
| Enrollment Fee: | $100 | $100 | $100 | $100 |
| Campus Fee: | $500 | $500 | $0 | $0 |
| Technology Fee: | $0 | $0 | $50 | $50 |
| Student Tuition Recovery Fee (STRF): | $0 | $0 | $0 | $0 |
| Books and Supplies (Estimated): | $500 | $500 | $500 | $500 |
| Housing Fee: | $0 | $6,395 | $0 | $6,395 |
| **Total Charges for the First Term:** | **$14,090** | **$20,485** | **$8,444** | **$14,839** |

| Other Fees | Amount |
|---|---|
| Late Payment Fee | $25 per Payment Due Date (non-refundable) |
| Official Transcript | $10 per transcript (non-refundable) |
| Graduation Fee | $100 (non-refundable) |
| Credit by Examination Fee | $75 per examination (non-refundable) |
| Audit Fee (waived for Cogswell graduates) | $500 per course (refundable per refund policy) |
| Diploma Reprint Fee | $25 (non-refundable) |
| Student ID Card Replacement Fee | $10 (non-refundable) |
| Student Housing Application Fee | $300 (non-refundable) |
| Replacement VTA Pass Fee | $25 (non-refundable) |
| International Students Enrollment Fee | $500 (non-refundable) |
| Non-sufficient Funds (NSF) Fee | $20 (non-refundable) |
| Late Equipment Return Fee | $5 per day (non-refundable) |

*Tuition and Fees are subject to change.*

## COURSE DESCRIPTIONS

The following Course Descriptions listed on pages 71-128 have been revised:

| Course Number | Course Name | Credits | Lecture Hours | Laboratory Hours | Total Contact Hours |
|---|---|---|---|---|---|
| BUS110 | Principles of Management and Entrepreneurship | 3 | 45 | 0 | 45 |

Students develop skills and knowledge needed to successfully manage businesses and organizations. This course is an intensive and comprehensive introductory study and analysis of the processes required to make effective business decisions in the areas of marketing, operations, human resources management, finance, business viability and execution of strategies.

**Prerequisite: None**

| Course Number | Course Name | Credits | Lecture Hours | Laboratory Hours | Total Contact Hours |
|---|---|---|---|---|---|
| BUS111 | The Entrepreneurship Mindset | 3 | 45 | 0 | 45 |

In this course, students learn about specific human behaviors and mindset that enable entrepreneurs to motivate, mobilize and influence others as a positive change maker in an organization. Students develop an understanding how the entrepreneurial mindset creates value for stakeholders and society.

**Prerequisite: As Appropriate**

| Course Number | Course Name | Credits | Lecture Hours | Laboratory Hours | Total Contact Hours |
|---|---|---|---|---|---|
| BUS121 | Digital Technology and Communications | 3 | 45 | 0 | 45 |

Modern organizations rely on technology and use digital tools to communicate effectively. This course is designed to provide students with an understanding of the impact of digital technologies and media in business communication.

**Prerequisite: None**

| Course Number | Course Name | Credits | Lecture Hours | Laboratory Hours | Total Contact Hours |
|---|---|---|---|---|---|
| BUS 210 | Global Entrepreneurship and Innovation | 3 | 45 | 0 | 45 |

Entrepreneurs create value through their ventures not only locally but globally. This course examines how entrepreneurs adapt to and succeed in a global economy.

**Prerequisite: BUS110**

| Course Number | Course Name | Credits | Lecture Hours | Laboratory Hours | Total Contact Hours |
|---|---|---|---|---|---|
| BUS235 | Leading Teams | 3 | 45 | 0 | 45 |

Students learn and explore multiple aspects of collaboration and team work as they create and test their own leadership styles. Team building is explored through case studies and role plays of team formation, brainstorming and collaboration.

**Prerequisite: BUS110**

| Course Number | Course Name | Credits | Lecture Hours | Laboratory Hours | Total Contact Hours |
|---|---|---|---|---|---|
| BUS246 | Business Intelligence and Analytics | 3 | 45 | 0 | 45 |

This course introduces the fundamental quantitative methods using statistical software and spreadsheets. Students learn the importance of using modern technology tools for effective model building and decision-making.

**Prerequisite: BUS110 and MATH112 or MATH115 or MATH116**

| Course Number | Course Name | Credits | Lecture Hours | Laboratory Hours | Total Contact Hours |
|---|---|---|---|---|---|
| BUS290 | Creating Strategic Plans | 3 | 45 | 0 | 45 |

Students gain the tools necessary to produce powerful business and project plans. The course will focus on achieving rhetorical effectiveness through a consideration of communication styles and strategic writing process.

**Prerequisite: BUS110and ENG100 or Faculty Approval**

| Course Number | Course Name | Credits | Lecture Hours | Laboratory Hours | Total Contact Hours |
|---|---|---|---|---|---|
| BUS320 | Pitching and Crowdfunding | 3 | 45 | 0 | 45 |

Crowdfunding, the practice of raising small amounts of money from large numbers of people, has enabled people around the world to start new businesses, fund initiatives, and raise money for themselves and others. This course introduces students to the art and science of crowdfunding and start developing skills on how to run campaigns.

**Prerequisite: BUS110 and BUS141 and BUS250 or Faculty Approval**

| Course Number | Course Name | Credits | Lecture Hours | Laboratory Hours | Total Contact Hours |
|---|---|---|---|---|---|
| BUS346 | Data and Decisions | 3 | 45 | 0 | 45 |

Students understand the role of data and how statistical analysis improve decision-making. The course will draw on a variety of business and social science applications.

**Prerequisite: BUS110 and BUS245**

| Course Number | Course Name | Credits | Lecture Hours | Laboratory Hours | Total Contact Hours |
|---|---|---|---|---|---|
| BUS450 | Operations and Technology | 3 | 45 | 0 | 45 |

Students will explore the design, scheduling and control of systems that efficiently use human and capital inputs to create products and services for companies and consumers. Coursework will explore the growth cycles of a company and gain an understanding of different issues, options and strategies to consider as the company reaches each growth cycle.

**Prerequisite: BUS110 and BUS245**

| Course Number | Course Name | Credits | Lecture Hours | Laboratory Hours | Total Contact Hours |
|---|---|---|---|---|---|

| Course Number | Course Name | Credits | Lecture Hours | Laboratory Hours | Total Contact Hours |
|---|---|---|---|---|---|
| HUM122 | Music That Moves The World | 3 | 45 | 0 | 45 |

Study of representative music and instruments from world cultures including Middle Eastern, Asian/Pacific, Indian, African, Latin American, North American and Western. Emphasis is on world music's impact and influence on contemporary American musical styles and performance.

**Prerequisite: None**

| Course Number | Course Name | Credits | Lecture Hours | Laboratory Hours | Total Contact Hours |
|---|---|---|---|---|---|
| HUM470 | Silicon Valley Challenge | 3 | 45 | 0 | 45 |

This course is an individual capstone experience for seniors. It is designed for students to develop skills as innovative thinkers by applying their skills of topic development, critical reading, research techniques, use of sources in arguments, and advanced composition. Students will decide on an individual research project or an innovative proposal which can take a variety of forms, including a case study, feasibility study, comprehensive research paper, business plan, or similar as agreed to by faculty. At the end of the course, students will present their projects to colleagues and a panel. Students are encouraged to undertake research relevant to their career interests in Silicon Valley and beyond.

**Prerequisite: Senior Status or Faculty Approval**

| Course Number | Course Name | Credits | Lecture Hours | Laboratory Hours | Total Contact Hours |
|---|---|---|---|---|---|
| RWPS480 | Capstone Project A | 3 | 45 | 0 | 45 |

RWPS480 is Part 1 of the final, 2 semester (6 credit) capstone project in which student groups develop a project idea, create and document an effective project plan, and begin pre-production activities appropriate to the project. This course proceeds with faculty facilitation and supervision, with students providing direction. Groups will typically develop their own project brief to be approved by a faculty panel, and update their faculty facilitator throughout the semester. Each student will be reviewed as individuals and groups throughout the semester according to professional standards established by students and faculty. Students are expected to deploy a full range of creative, technical and collaborative skills as developed throughout their studies at Cogswell. The project will be concluded during RWPS485 Capstone Studio 2, and so should be scoped effectively to cover two semesters.

**Prerequisite: Senior Status or Faculty Approval**

| Course Number | Course Name | Credits | Lecture Hours | Laboratory Hours | Total Contact Hours |
|---|---|---|---|---|---|
| RWPS485 | Capstone Project B | 3 | 45 | 0 | 45 |

RWPS485 is Part 2 of the final, 2 semester (6 credit) capstone project in which student groups resume development of the project planned in RWPS480. This course proceeds with faculty facilitation and supervision, with students providing creative direction. Groups will proceed with the production of their project, executing the development according to the previously devised plan. Each student will be reviewed as individuals as well as in groups, according to professional standards established in the previous course. Students are expected to deploy a full range of creative, technical and collaborative skills as developed throughout their studies at Cogswell. To conclude the semester, groups will present their work to a panel of faculty and guests for feedback.

**Prerequisite: RWPS480**

| Course Number | Course Name | Credits | Lecture Hours | Laboratory Hours | Total Contact Hours |
|---|---|---|---|---|---|
| SSC380 | The Silicon Valley Ecosystem | 3 | 45 | 0 | 45 |

Silicon Valley is known to be the hub of innovation. This course is designed for students to understand the role of Silicon Valley in wealth creation by taking them through the exciting and rich history of Silicon Valley, its early beginnings and how its culture helps shape the dynamic ecosystem of innovation. Students will learn about pivotal people, inventions, companies, as well as their successes and failures that made an impact on society and the world.

**Prerequisite: ENG100 and HUM100**

## ACADEMIC PROGRAMS

Effective Summer 2020, the Bachelor of Business Administration (BBA) program on pages 48-49 is replaced with the below curriculum:

| Bachelor of Business Administration (BBA) Curriculum | | |
|---|---|---|
| **Business Administration Core Courses - 66 Credits** | | |
| **Course Number** | **Course Name** | **Credits** |
| BUS105 | Fundamentals of Accounting | 3 |
| BUS110 | Principles of Management and Entrepreneurship | 3 |
| BUS121 | Digital Technology and Communications | 3 |
| BUS125 | Business Law | 3 |
| BUS141 | Principles of Marketing | 3 |
| BUS150 | Principles of Economics | 3 |
| BUS210 | Global Entrepreneurship and Innovation | 3 |
| BUS220 | Advanced Cost Accounting | 3 |
| BUS235 | Leading Teams | 3 |
| BUS241 | Consumer and Market Behavior | 3 |
| BUS246 | Business Intelligence and Analytics | 3 |
| BUS250 | Finance | 3 |
| BUS270 | Project Management | 3 |
| BUS280 | Human Resource Management | 3 |
| BUS310 | Advanced Project Management | 3 |
| BUS320 | Pitching and Crowdfunding | 3 |
| BUS346 | Data and Decisions | 3 |
| BUS430 | Fundamentals of eCommerce | 3 |
| BUS450 | Operations and Technology | 3 |
| BUS490 | Strategic Management | 3 |
| RWPS480 | Senior Capstone Project 1 | 3 |
| RWPS485 | Senior Capstone Project 2 | 3 |
| **General Education Courses - 30 Credits** | | |
| **Course Number** | **Course Name** | **Credits** |
| ENG100 | English Composition | 3 |
| HUM100 | Disruptive Imagination | 3 |
| MATH112 | College Algebra | 3 |
| BUS111 | The Entrepreneurship Mindset | 3 |
| ENG250 | Speech and Oral Communications | 3 |
| BUS290 | Creating Strategic Plans | 3 |
| HUM361 | Contemporary Ethical Issues | 3 |
| SSC380 | The Silicon Valley Ecosystem | 3 |
| HUM470 | Silicon Valley Challenge | 3 |
| | Physical or Biological Science choice | 3 |
| **Electives - 24 Credits** | | |
| **Total 120 Credits** | | |