

Baruch College Marxe School of Public and International Affairs (Marxe School)

Seminar Series in Argentina with Universidad Argentina de la Empresa (UADE)

CALL FOR PROPOSALS

The Program's Purpose and Philosophy

The purpose of the Baruch College Marxe School of Public and International Affairs Seminar Series in Argentina is to enhance the prestige and prominence of Baruch College to a national and international audience. The Marxe School sends speakers to UADE to deliver lectures on a wide range of topics related to regional economic integration, business practices and relationships, human rights, and civil society.

The seminars are held during Spring and Fall semesters at UADE facilities on Buenos Aires Campus. Each seminar runs for twenty hours divided into five labor days.

Please refer to the Appendix A for the seminars schedule and themes.

This program is funded mutually by Marxe School and UADE. Compensation for delivering lectures is \$3500.00 per seminar. In addition, the program supports travel expenses which include: round-trip plane tickets in economy class selected and purchased by UADE, accommodation at a hotel selected and paid by UADE, up to US\$ 50 for daily expenses.

Proposal Development and Structure

1. The program is open to all full-time faculty including distinguished lecturers at all 3 Baruch schools.
2. The proposal should include
 - a. a seminar title and its description, proposed dates
 - b. a teaching plan should be structured for twenty hours divided into five labor days.
 - c. recommended reading for student participants and curriculum.
 - d. The proposal should include faculty member's biography
3. Proposals should be emailed in a single PDF file to diana.lazov@baruch.cuny.edu by the deadlines indicated in Appendix A.

For any questions please contact Diana Lazov at diana.lazov@baruch.cuny.edu

Appendix A: Seminars schedule and themes

Appendix B: Template for the seminar proposal

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Appendix A

COMMUNICATION SCHOOL

Deadline to submit a proposal: March 1, 2019

Type of students: Undergraduate students

Seminar dates: March 25 -29, 2019 or April 8 - 12, 2019

Themes for seminar proposals:

- Management
- New Business Models
- Coaching
- Digital Marketing
- Innovation
- Technological Changes
- Professions of the future
- Global Communication
- Motivation
- Negotiation

ENGINEERING SCHOOL

Deadline to submit a proposal: March 1, 2019

Type of students: Undergraduate students

Seminar dates: any week in May, 2019

Themes for seminar proposals:

- PROJECT EVALUATION AND MANAGEMENT
- IT PROJECT EVALUATION
- EVALUATION OF TECHNOLOGY FOR BIG DATA PROJECTS

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ART AND DESIGN SCHOOL

Deadline to submit a proposal: March 1, 2019

Type of students: Undergraduate students

Seminar dates: any week in June, 2019

Themes for seminar proposals:

- Sustainability
- -Smart Cities
- -Creative Intelligence
- -Design thinking
- -Internet of the Objects
- -Exponential and Disruptive Technologies
- -Big Data
- -Graphic Design
- -Digital Design and animation
- -Game Design
- -Interaction Design
- -Media Arts
- -Website Development
- -Photography
- -Fine Arts

BUSINESS SCHOOL - GRADUATE

Deadline to submit a proposal: May 1, 2019

Type of students: Graduate students

Seminar dates/month: Any week in September, 2019

Themes for seminar proposals:

- Management
- Leadership
- Marketing
- Innovation
- Technological Changes
- Agile Methodologies
- Professions/Businesses of the future
- FINTECH

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BUSINESS SCHOOL - UNDERGRADUATE

Deadline to submit a proposal: May 1, 2019

Type of students: Undergraduate students

Seminar dates: October 22-25, 2019

Themes for seminar proposals:

- Management
- New Business Models
- Coaching
- Digital Marketing
- Innovation
- Technological Changes
- Professions of the future
- Global Communication
- Motivation
- Negotiation

GLOBAL BUSINESS MANAGEMENT AND GLOBAL COMMUNICATION SCHOOL

Deadline to submit a proposal: May 1, 2019

Type of students: Undergraduate students

Seminar dates: August 26-30, 2019 or September 2-6, 2019

Themes for seminar proposals:

- Management
- New Business Models
- Coaching
- Digital Marketing
- Innovation
- Technological Changes
- Professions of the future
- Global Communication
- Motivation
- Negotiation

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LAW AND SOCIAL SCIENCES SCHOOL

Deadline to submit a proposal: March 1, 2019

Type of students: Undergraduate students

Seminar dates: any week in April, 2019

Themes for seminar proposals:

- Fake News
- Social Networks and Democracy

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APPENDIX B

SEMINAR PROPOSAL TEMPLATE

Seminar Title: The title of your seminar

Workshop Schedule:

proposed week 1 - preferred
proposed week 2 – alternative

Instructor: your full name, title, affiliation

Seminar Overview: 2-3 paragraphs describing the proposed seminar.

Seminar Objectives:

Objective 1
Objective 2
etc

Daily Schedule:

Workshop #1 (Monday)

- Topics for day 1

Workshop #2 (Tuesday)

- Topics for day 2

Workshop #3 (Wednesday)

- Topics for day 3

Workshop #4 (Thursday)

- Topics for day 4

Workshop #5 (Friday)

- Group Final Project and description/deliverables of the project

Recommended Readings

YOUR BIO