NYU Online

Bachelor of Science in Leadership and Management Studies

The increasingly complicated and challenging nature of business in our contemporary culture has created the need for a degree program that examines the modern business workplace from many perspectives. The Bachelor of Science in Leadership and Management Studies prepares graduates to address new challenges in six critical areas of today’s workplace: employee development, motivation, and productivity; the role of technology; advertising and public relations; marketing; human resources; and international business in the 21st century. You select one of the following concentrations: Organizational Management and Development; Technology Management; Advertising and Public Relations; Marketing Management; Human Resource Management; or International Business. We recommend that students complete the core curriculum before following the requirements listed below.

Core Curriculum (32–34 Credits)

Liberal Arts Electives (8 Credits)

Students select an additional eight credits in Liberal Arts in consultation with their advisor.

Required Courses (60 Credits)

Based on math placement assessment, students select 4 credits of math from two courses listed below, in addition to the course they took to satisfy the Quantitative Reasoning requirement in the Core Curriculum.

Precalculus/Y10.1171 or Algebra and Calculus with Applications to 4

Business and Economics/Y10.1174

Students are required to take all 13 courses listed below.

Business Organization and Management/Y10.0504 4
Advanced Business Writing/Y26.2242 4
Business Ethics/Y10.0573 4
Business Law/Y10.0544 4
Intermediate Accounting/Y10.0171 4
Introduction to Finance/Y10.0172 4
Leadership: Theory and Practice/Y26.2222 4
Organizational Behavior/Y10.1301 4
Principles of Accounting/Y10.0142 4
Principles of Marketing/Y10.0943 4
Statistical Methods/Y10.1172 4
Introduction to Microeconomics/Y10.0301 4
Introduction to Macroeconomics/Y10.0341 4

Students will take one of the following courses based on assessment of computer skills.

Introduction to Business Computing/Y10.0703 or 4
Advanced Business Computing/Y10.0746 4
## Concentration (16 Credits)

Students select 16 credits from one of the following concentrations.

### Organizational Management and Development (16 Credits)
- Comparative Management and Leadership/Y10.0579
- Corporate Culture and Organizational Learning/Y26.2249
- Cultural Diversity in Business/Y10.0501
- Human Resource Management/Y10.0548
- Managing for Performance Effectiveness/Y26.2248
- Organizational Change/Y26.2209
- Organizational Communication/Y26.2201
- Strategic Planning and Analysis/Y10.0578

OR

### Technology Management (16 Credits)
- Customer Relations and Technology Management/Y10.0712
- Data Management/Y10.0713
- IT Finance and Strategy/Y10.0714
- Knowledge Management and Decision Support/Y10.0715
- Mobile and Ubiquitous Technologies for Business/Y10.0716
- Supply Chain Integration/Y10.0717
- Technological Entrepreneurship/Y10.0718
- Project and Innovation Management/Y10.0710
- Technology Integration/Y10.0709

OR

### Advertising and Public Relations (16 Credits)
- Advertising Campaigns/Y10.0948
- Advertising Design and Layout/Y10.0949
- Advertising: Research, Planning, and Account Management/Y10.0950
- Corporate and Non-Profit Public Relations/Y10.0951
- Copywriting/Y10.0952
- Ethics and Social Responsibility in Advertising and Public Relations/Y10.0953
- Fundamentals of Advertising/Y10.0941
- Fundamentals of Media Relations/Y10.0750
- Fundamentals of Public Relations/Y10.0942
- New Technologies for Advertising and Public Relations/Y10.0954
- Political and Governmental Public Relations/Y10.0955

OR

### Marketing Management (16 credits)
- Consumer Behavior/Y10.0920
- Direct Marketing/Y10.0921
- Market and Managerial Research/Y10.0922
- Product Management/Y10.0923
- Promotion and Sales Management/Y10.0924
- Retail Marketing/Y10.0925
- Services Marketing/Y10.0926
- Strategic International Marketing/Y10.0927

OR

### Human Resource Management (16 credits)
- Human Resource Management/Y10.0548
- Human Resource Leadership and Strategies/Y10.0562
- Work Analysis and Design/Y10.0563
- Recruitment, Selection and Career Development/Y10.0564
- Compensation Management/Y10.0565
- Managing for Performance Effectiveness/Y26.2248
- Employment Law and Rights/Y10.1903
- Human Resource Technology and Policy/Y10.0566
- International Human Resource Management/Y10.0567

## International Business (16 credits)
Comparative Management and Leadership/Y10.0579  4
International Trade and Investment/Y10.0583  4
Comparative Political Economy/Y10.0584  4
Cultural Diversity in Business/Y10.0501  4
International Human Resource Management/Y10.0567  4
International Entrepreneurship/Y10.0585  4
International Leadership/Y10.0586  4

**Electives in Leadership and Management Studies (8 Credits)**
Students select an additional eight credits from their or another concentration in consultation with their advisor.

**Graduation Project (4 Credits)**
Students choose one option.

Senior Project: Seminar (Leadership and Management Studies)/Y10.7991  4
Senior Project: Internship (Leadership and Management Studies)/Y10.7992  4

**TOTAL CREDITS 128–130**