

HS ACADEMY EXPERIENTIAL PROGRAM (HSAEP-UC)

HSAEP-UC 211 GLOBAL SUSTAINABILITY (4 Credits)

Typically offered occasionally

This course will explore how governments, corporations, and educational institutions are addressing the two main sustainability challenges of our time: climate change and finite planetary resources. Throughout the course, we will consider individual as well as collective initiatives to meet these challenges. Working on their own and in teams, students will develop practical guidelines for sustainability advocacy. Students will learn about how employers in the public and private sectors are seeking employees who are knowledgeable about a wide spectrum of sustainability practices.

Grading: UC SPS Graded

Repeatable for additional credit: No

HSAEP-UC 212 SPORTS MANAGEMENT (4 Credits)

Typically offered occasionally

This course will explore how businesses, organizations and political entities effect and are affected by the sports industry. Topics include: the function and organization of governing bodies at the international, professional, collegiate and recreational levels, broadcast and new media entities, sporting goods manufacturers, sports agencies, and marketing firms. By understanding the fundamental components of the contemporary landscape students will develop practical guidelines for a career in sports management. Students will learn how employers in the sports industry are seeking flexible and adaptable employees who can apply their knowledge and skill sets towards creating successful sports enterprises.

Grading: UC SPS Graded

Repeatable for additional credit: No

HSAEP-UC 213 MARKETING IN A DIGITAL WORLD (4 Credits)

Typically offered occasionally

To market products and services successfully, firms have to contend with two fundamental changes occurring in today's business environment: (1) the rapid technological changes that are constantly changing the media through which advertising and promotion occurs, and (2) the globalization of markets. This course will examine the major concepts and applications of integrating the elements of advertising, sales promotion, public relations, direct marketing, e-commerce and other essentials of the marketing mix to support the overall marketing strategy to reach customers worldwide and be competitive.

Grading: UC SPS Graded

Repeatable for additional credit: No

HSAEP-UC 214 PSYCHOLOGY OF THE SELF (4 Credits)

Typically offered occasionally

This course provides a comprehensive overview of the scientific study of thought and behavior. The content explores questions about nature and nurture, free will, consciousness, human differences, and self/society. Included are topics such as perception, communication, learning, memory, decision-making, persuasion, and motivation. A particular focus is how these aspects of the mind connect to the brain, develop throughout our lifespan and differ across people. Students will learn via classic studies and current research. The student is the subject matter with course content providing insight and understanding in the ways people relate to self and the world around them.

Grading: UC SPS Graded

Repeatable for additional credit: No

HSAEP-UC 215 Jumpstarting an Exciting Career in Sports Media (3 Credits)

Typically offered occasionally

This course examines how sports content operates amidst multiple and emerging media platforms. As a student enrolled in the program, you will study the current dominant cable television structure and analyze competing consumer behaviors like "cord cutters" and "cable never getters" as well as mobile, streaming, social media, and "apps." You will be introduced to the nature of broadcast licensing rights, regional sports networks, 24/7 sports networks, and sport-specific networks. You also will examine sports news/journalistic media. Its evolution and significance to the business of sports will be discussed in great detail through in-class examples and notable guest lecturers. Through on site visits and regular engagement with highly accomplished sports media professionals, you will be given an extraordinary opportunity to obtain an all-encompassing learning experience that will transcend the classroom.

Grading: UC SPS Graded

Repeatable for additional credit: No

HSAEP-UC 216 The Power of Travel: How Tourism and Hospitality Drive NYC's Economy (3 Credits)

Typically offered occasionally

Do you like to travel? If so, have you ever thought about turning your passion into a career? The hospitality and tourism sectors offer a wide range of exciting opportunities for budding destination marketers, hotel managers, restaurant owners, and travel service specialists. With international tourist arrivals exceeding 1.2 billion passengers every year, there has never been a better time to make a successful career in travel a reality. This class explores the hospitality, travel, and tourism sector in New York City, a global destination, welcoming over 50 million visitors annually. It offers students an exciting "behind the scenes" look at leading hotels, restaurants, and visitor attractions (museums, cultural and sports venues, entertainment spaces). Site visits and guest speaker sessions will be framed with classes about the different segments in the tourism and hospitality sectors; the development and management of successful tourism products; the economic, environmental, and social impacts of tourism; the role of government agencies and public policy; and the contemporary focus on sustainable development. New York City is a perfect case study location to see the innovation of travel and hospitality in action!

Grading: UC SPS Graded

Repeatable for additional credit: No

HSAEP-UC 217 Real Estate Principles (4 Credits)

Typically offered occasionally

If you are contemplating a career in the fast-paced field of real estate, there is no better place to learn than the real estate capital of the world—NYC. Experienced pros will introduce you to the terminology, concepts, and basic practices of the field. This course provides an in-depth overview of real estate law, valuation, brokerage, development, management, and finance. Methods for acquiring, financing, developing, and operating interests in real estate are presented in a clear and interesting way. Learn about the financial aspects of the field—traditional and new sources of debt and equity capital—and gain an understanding of industry best practices as they relate to real estate decision-making. Topics include property rights, eminent domain, zoning, and land use. You also will learn about valuation methodologies and will use established ratios and multipliers to assess real estate investment profitability and risk. Don't miss this opportunity to gain foundational knowledge in this exciting industry.

Grading: UC SPS Graded

Repeatable for additional credit: No