

MULTIDISCIPLINARY (MULT-UB)

MULT-UB 4 Personal Finance for Non-Economists (3 Credits)

How should you manage your student loans? Is a credit card useful to have? Should you buy a house or rent? What are the different mortgage options available to finance a home and which one should you choose? How much should you contribute to your retirement savings account? Which health insurance makes the most financial sense? How do you know if graduate school is a good investment? Every day, individuals face many financial decisions. How they make these decisions and how they choose has potentially far reaching consequences for themselves. But it also has implications for society more generally, from how policy makers design the tax code and social services, to how firms interact with customers to how persistent income and wealth inequalities are over generations. In this class, we draw on research insights from financial economics, public economics and behavioral economics to cover a broad range of common financial decisions individuals face throughout their lives. We will discuss how individuals can make the best decisions for themselves, as well as common pitfalls and mistakes. We will also discuss the implications for policy makers, firms interacting with consumers and society more broadly.

Grading: Ugrd Stern Graded

Repeatable for additional credit: No

MULT-UB 5 Case Analysis (2 Credits)

Typically offered occasionally

Case methodology is a critical tool for analysts, managers, and entrepreneurs. This course explores how strategic frameworks are applied to high level business problems. Case interviews and case competitions are used as models for learning. Students study the principles behind creating and delivering effective visual slide-based presentations via mock deliveries. Class time focuses on concept lectures and skill-building through individual and group exercises with self-critique. Assignments focus on creating and editing data-based presentations. This course is highly recommended for students who wish to participate in case competitions.

Grading: Ugrd Stern Graded

Repeatable for additional credit: No

MULT-UB 7 Decision Models and Analytics (3 Credits)

Typically offered occasionally

An introduction to basic principles and techniques of applied mathematical modeling for managerial decision making (models used in fields such as finance, operations, and marketing). Students learn the use of important analytical methods (e.g., spreadsheet modeling, Monte-Carlo simulation) to recognize their assumptions and limitations and to employ them in decision making. Emphasis is placed on model formulation and interpretation of results, not mathematical theory. Aimed at undergraduates with little prior exposure to modeling and quantitative analysis, but appropriate for all students who wish to strengthen their quantitative skills. More details available at <https://sites.google.com/stern.nyu.edu/sterndma/home>.

Grading: Ugrd Stern Graded

Repeatable for additional credit: No

MULT-UB 9 Cohort Leadership Program I (0 Credits)

Typically offered Fall

The purpose of the Cohort Leadership Program, Introduction to Markets, Professionalism, Analysis, Community, and Teamwork (IMPACT), is to facilitate community building among Stern freshmen. IMPACT achieves its mission by cultivating an educationally stimulating environment of curricular and co-curricular experiences. IMPACT's dynamic platform exposes students to Stern Undergraduate College's values: Explore, Collaborate, and Engage. Freshmen explore some of the central tenets of business through academic theory, collaborate to develop a real-world strategy based on social impact, and engage in the implementation and launch of their strategy.

Grading: Ugrd Stern Pass/Fail

Repeatable for additional credit: No

MULT-UB 16 Decision Making Under Uncertainty (3 Credits)

Typically offered occasionally

This course introduces the basic concepts, principles, and techniques of decision making under uncertainty. You will learn how to model complex business problems that involve risk and uncertainty with the help of spreadsheet models. The course covers analytical models such as Decision Tree, Stochastic Optimization, Simulation & Optimization, and Dynamic Optimization. The course is hands-on. The emphasis will be on model formulation and interpretation of results, not on mathematical theory.

Grading: Ugrd Stern Graded

Repeatable for additional credit: No

MULT-UB 18 An Introduction to the Financial Services Industry (3 Credits)

This course is designed for first-year students and is a version of the finance elective course, The Financial Service Industry. This course is separated into three parts: (1) The first part explains why finance is such an important area of the business world. To this point, the course introduces the foundations of modern finance and how the financial services industry uses these concepts to serve households, corporations and governments. (2) The second part represents the bulk of the course by providing a broad overview of the financial services industry and of the forces that are continuing to change it worldwide. The approach is to examine each of the principal businesses in which various financial service firms are involved. These include: raising capital; financial advisory; broker/dealer operations; trading; investing the firm's own capital; managing the assets of others for both institutions and individuals; and risk management. (3) The third part of the course focuses on the finance career path here at NYU Stern. Historically, the majority (50-55%) of Stern undergrad students choose finance as a career, and 2/3rds of this group go into investment banking, and 1/6th investment management. As such, much of the second part of the course focuses on these areas of the financial services industry. In addition, significant focus discusses the process of getting a job in this industry and what is involved in that process. By the end of the semester each student should be well versed in the functioning of the industry, be able to understand the financial press and associated economic commentary, be aware of the types of skills necessary to thrive in this industry and have a new perspective on the global financial system.

Grading: Ugrd Stern Graded

Repeatable for additional credit: No

MULT-UB 20 Game Theory (3 Credits)*Typically offered occasionally*

This course introduces the basics of game theory. It focuses on fundamentals of game theory, covering basic concepts and techniques through a mix of lectures, exercises, and case discussions. Students also think about how the lessons learned may apply to other contexts, such as politics. The course equips students with game theory techniques for making good business decisions by learning how to recognize and model strategic situations and to predict when and how actions will influence the decisions of others.

Grading: Ugrd Stern Graded**Repeatable for additional credit:** No**MULT-UB 27 The Financial System (3 Credits)***Typically offered occasionally*

The financial crisis has shown both how important the financial system is to the global economy, and how complicated it is. Financial systems are centered around financial institutions and capital markets, but they also involve governments, public policy and regulation. They span the globe from the US, the EU and Japan to Russia, China and the Emerging Markets. This course provides students with a broad and rigorous understanding of (i) how the global financial system works and what purposes it serves, (ii) who the major players are and how they operate, and (iii) what challenges the system creates for public policy. In doing so, the course helps students understand and make the most of their own opportunities in the financial system.

Grading: Ugrd Stern Graded**Repeatable for additional credit:** No**MULT-UB 39 Entrepreneur Launchpad (2 Credits)***Typically offered occasionally*

Entrepreneurship 2.0 studies the process to launch and build a company. Technology and the Internet continue to accelerate rapid innovation that is disrupting most industries and creating many new ones. There has never been a better time to launch a business, and with so many relatively inexpensive technology tools available, most entrepreneurs today are entering markets with a lean, rapid and agile approach. In short, startups research their market to become "Ready", test their product by firing away "FIRE", and use the real market feedback to improve their "Aim", and then they repeat the "Ready-FIRE-Aim" loop until they have the best product-market fit. This course, taught by experienced entrepreneurs, mixes lectures, office-hours, case studies, and guest entrepreneur presentations in an interactive and collaborative classroom environment. The students will form startup teams to brainstorm business ideas, research and test their products, and create a business summary for a live presentation to the class. Guest entrepreneurs, investors and your instructor will review your presentations to provide feedback and direction.

Grading: Ugrd Stern Graded**Repeatable for additional credit:** No**MULT-UB 44 History of New York City (3 Credits)**

First and foremost, this course examines the history of New York City as a diverse and changing landscape from which an international, urban society eventually emerged. As such, it locates its origins in the cultures of indigenous peoples and examines its history through the establishment of the Dutch colony to its development as a mercantile British colony and its growth as a commercial and industrial metropolis to its emergence as center of capital and modernity to its ascendancy, decline, and resurgence as a center of global culture and capitalism. The class focuses on the cultural and social history of New York City, though it hardly ignores the political, technological and economic developments and issues that defined its evolution. Secondly, this class integrates experiential learning into its design. Students will explore the material culture of New York City through actual and virtual visits to a selection of historical and cultural institutions and landmarks such as the Museum of Chinese in America, the New-York Historical Society, the Museum of the City of New York, the Gotham Center for New York City History, the Lower East Side Tenement Museum, the Schomburg Center, the African Burial Ground National Memorial, the Cooper-Hewitt National Sign Museum, the 9/11 Memorial and Museum, and the National Museum of the American Indian. In addition, students will gain a broader and varied understanding of the history of New York City through documentaries, films, and other visual materials.

Grading: Ugrd Stern Graded**Repeatable for additional credit:** No**MULT-UB 48 Entertainment Law (2 Credits)***Typically offered occasionally*

This two-credit course is about key legal aspects of the entertainment industry. Entertainment law is not a separate legal discipline. There is really no such thing as entertainment law. Instead, it lies at the intersection of several areas of law and applies those disciplines to the diverse entertainment industry of products and services. The course will involve a foundational coverage of the following areas: contract, advertising, protection of ideas by contract, copyright and trademark (including the concepts of parody and fair use), rights of publicity and privacy, defamation, and artist representation. This course should prepare you to analyze a wide variety of entertainment law issues at a general level. Entertainment law does not tend towards an orderly system because it lacks overriding organizational principles that would tie together its myriad facets. As such, this course will appear to lack a logical outline in its progression and instead, will examine this corner of law in separate pieces, which will cover doctrine, analytical problem-solving, practical skills related to law (e.g., analytical writing, reasoning skills, argument structure, etc.), and the particular contexts in which issues arise in the entertainment industry. Dealing with more narrow topics, such as constitutional concerns or union representation, or obtaining a much deeper knowledge of specific topics discussed in class, will require additional, specialized study. This class also helps students further develop their reasoning, communication, and listening skills.

Grading: Ugrd Stern Graded**Repeatable for additional credit:** No

MULT-UB 51 Real Estate Transactions (3 Credits)*Typically offered occasionally*

This course has been developed in collaboration with the Chen Institute and the Business & Society Program of the Stern School and counts towards the real estate concentration. This course is designed as an introduction to real estate transactions and the law for business school students. Students will be guided, step by step, through each phase of the life cycle of a typical real estate transaction from acquisition to disposition. At the end of the course, students should have the ability to evaluate and dissect various real estate vehicles and to understand their fundamental structures and uses. Focusing on single-asset transactions, this course includes the basics of commercial real estate law from structuring, letters of intent and acquisition through disposition, whether by sale or as a result of foreclosure. We will also consider the recent evolutions in the structure and use of property, including the co-working and space-sharing models. Guest lectures on specialized topics are planned. This course is intended for undergraduate students with an interest in real estate. Fundamentals will be illustrated through transactions around New York City but the skills and knowledge acquired in this course will be relevant across major US real estate markets. Students will become familiar with the terminology generally used in the real estate industry and will receive key takeaways and sample documents (where appropriate), all of which should serve as a guide for future use in the student's endeavors, whether as a real estate professional or as a business executive.

Grading: Ugrd Stern Graded**Repeatable for additional credit:** No**MULT-UB 56 Business Drivers of Industries (3 Credits)**

Visit <http://www.dangode.com/drivers/> for details. Concentrations: Management and Organizations; Accounting. Track: Management Consulting. We illustrate a streamlined and structured framework to analyze business drivers of companies from a wide range of industries, except financial services. This helps us understand their business model, drill into their financial statements, and assess competitive advantage. The analysis proceeds as follows: (1) We apply the Six-Pack Framework for a top-down and comprehensive analysis of financial statements to extract the six key inputs into valuation – Size, Growth, Margins, Asset intensity, Business risk, and Financial risk. (2) We analyze how these inputs depend upon a company's strategy by computing the Competitive Advantage Score that assigns weights to competitive drivers and scores the company's strength on those drivers. This broad exposure will expand your strategic horizons and enable you to foresee challenges and opportunities due to changing competition, technology, and environment. The framework and the perspective will sharpen your ability to lead value creation as an entrepreneur or executive, or to understand value creation as an investor, banker, analyst, or consultant.

Grading: Ugrd Stern Graded**Repeatable for additional credit:** No**MULT-UB 57 Tech Industry Drivers (3 Credits)**

Visit <http://www.dangode.com/techdrivers/> for details. Concentrations: Accounting, Computing and Data Science, Marketing. Minor: Entertainment, Media, and Technology (EMT). Track: Management Consulting. This course and the Business Drivers course use the same analytical framework (about 25% of the course). However, this course focuses only on tech companies. Some students have taken both courses and found them to be valuable. We illustrate a streamlined and structured framework to analyze business drivers of forty tech companies. This helps us understand their business model, drill into their financial statements, and assess competitive advantage. The analysis proceeds as follows: (1) We apply the Six-Pack Framework for a top-down and comprehensive analysis of financial statements to extract the six key inputs into valuation – Size, Growth, Margins, Asset intensity, Business risk, and Financial risk. (2) We analyze how these inputs depend upon a company's strategy by computing the Competitive Advantage Score that assigns weights to competitive drivers and scores the company's strength on those drivers. This broad exposure will expand your tech horizons and enable you to foresee challenges and opportunities due to changing competition, technology, and environment. The framework and the perspective will sharpen your ability to lead value creation as a tech entrepreneur or executive, or to understand value creation as an investor, banker, analyst, or consultant.

Grading: Ugrd Stern Graded**Repeatable for additional credit:** No**MULT-UB 71 Business Practicum (0.5 Credits)***Typically offered occasionally*

Internships are a wonderful complement to classroom learning, and can be a valuable part of a student's education, especially with all of the exciting opportunities offered in New York City. The Stern 0.5-credit elective course, Business Practicum, is designed to help Stern students learn leadership and interpersonal skills that will allow them to effectively apply their classroom knowledge to the workplace.

Grading: Ugrd Stern Pass/Fail**Repeatable for additional credit:** Yes**MULT-UB 80 Foundations of FinTech (3 Credits)**

"FinTech" is the label for increasingly technological approaches to the main financial intermediation functions: payments, capital raising, remittances, managing uncertainty and risk, market price discovery, and mediating information asymmetry and incentives. In today's FinTech businesses, consumers bank via mobile apps integrated into social media, institutions trade electronically, and robo-advisers make decisions about investment portfolios. This inter-departmental course provides an introduction to the emerging FinTech discipline. It is intended to be the starting point for Stern students who may take additional electives in the FinTech area, while also providing an overview of the area for students who intend to take only one FinTech course.

Grading: Ugrd Stern Graded**Repeatable for additional credit:** No

MULT-UB 86 Entrepreneurship & Law in Practice (2 Credits)*Typically offered occasionally*

The two-credit course is divided into two tracks/games: the law game (LawGame) and the entrepreneurship game (StartUp Game), and students choose one. The first is a simulation of litigation (with lawsuits relating to business matters, such as torts, product liability, contracts, etc.) from the beginning to a final trial that takes place at the federal courthouse in Brooklyn. Students must meet with their clients, prepare pleadings, conduct research to argue their cases, depose characters, and ultimately, argue cases over a full day before judges in a real federal court played by actual attorneys who are NYU alumni. It is also my hope that some students go on to a successful career in law. The second is an examination of legal issues for startups. Students on this track come up with a business idea and work on understanding all of the legal ins and outs necessary for bringing their company to life – from entity formation to intellectual property protection to ownership terms to financing. At the end of the semester, they take part in a mock Shark Tank event, where they pitch their ideas and are extensively challenged on their concepts and how well they have prepared for any legal problems. In addition, they take an exam to test their broader legal knowledge. It is my hope that some students go on to create companies started in the game.

Grading: Ugrd Stern Graded**Repeatable for additional credit:** No**MULT-UB 100 Commerce and Culture (4 Credits)***Typically offered occasionally*

This course explores representations of American business in literature, film, art, and architecture. These artistic texts, placed in various business milieus, act as resources for students to develop their writing and critical thinking skills. Three major writing assignments ask students to consider the role of commerce and institutions in three aspects of modern life: individual identity and destiny, expressions of culture, and as sites for social and individual transformation.

Grading: Ugrd Stern Graded**Repeatable for additional credit:** No**MULT-UB 110 Experiential Learning: Stern Signature Projects (4 Credits)**

This is an experiential learning course where students will learn about the fashion & luxury space and marketing. They will understand how to research brands and understand their core consumer, create activities that would attract those consumers, and specifically focus on the GenZ and Gen Alpha populations. They will apply what they are learning to a real world project. Students will develop a comprehensive marketing plan aimed at leveraging fashion weeks to enhance the promotion of King of Style and MJ the Musical. Students selected to participate in this experiential course will be called to understand the relationship between these brands, as well as their positioning, target audience, and brand personalities. The student team will be working directly with the Michael Jackson Estate over the summer.

Grading: Ugrd Stern Graded**Repeatable for additional credit:** No**Prerequisites:** MKTG-UB 1.**MULT-UB 116 Commerce & Culture Intensive (0 Credits)**

This course will explore representations of business in novels, short stories, plays, and films. By considering markets and marketing, economies and institutions, work and wealth through these cultural texts, the course will ask you to consider the impact of business within society from the experiences of individuals rather than from the perspectives of companies or economics. Through this process you will also develop your writing and critical thinking skills. The course material builds through three thematic sessions that we will use to frame our analyses of the texts, starting from the broad level of social institutions and how they may shape individual identity, then considering the power of culture to construct meaning, and finally narrowing to individual efforts to shape and change organizations and institutions. Each session will culminate in a short essay assignment, with a final essay due at the conclusion of the course.

Grading: Ugrd Stern Graded**Repeatable for additional credit:** No**MULT-UB 122 Business in Film (1 Credit)**

This course explores how films are vehicles for understanding business. In doing so, it also explores some key issues facing the business community. For example, the class examines the impact of business on society, the ethical obligations of firms, the power and role of firms as social organizations, the impact of the globalization of business and how different cultures come together in global firms. To better understand these topics, students view important films covering these issues, which are paired with scholarly or popular works focused on the same issues.

Grading: Ugrd Stern Graded**Repeatable for additional credit:** No**MULT-UB 131 Economy and Business of Singapore (3 Credits)**

Open to Stern students only – Sophomores and up. Learn how Singapore jumped from an emerging to a developed country in a generation. It is now a sought out location serving as the headquarters for many global companies and a hub for business across Southeast Asia. How did Singapore manage this feat? Learn firsthand: What are the key strengths of the country from a business perspective? What are the social and economic challenges the country is facing? What are the management issues for executives in Singapore and the greater southeast Asian region today? How has the government managed economic and foreign policy challenges it faces from the rise of China and regional tensions to COVID? This course and trip are designed to equip you to understand, invest and work in this dynamic country and region. This class includes a trip to Singapore in January. Attending or viewing an Info Session is required before enrolling in this course. Must be enrolled at Stern in New York City during the semester you take the course. Important Note: Seniors who plan to graduate in January - the final grade for this course will not be available until after the January trip. View the website for more details about this class and trip: www.stern.nyu.edu/singapore

Grading: Ugrd Stern Graded**Repeatable for additional credit:** No

MULT-UB 132 The Global Theme/Amusement Park Industry: USA (3 Credits)

Open to Stern students only. Take a thrilling ride into the global business of fun with a focus on the theme and amusement park industry. Learn how to develop and manage complex business enterprises in a global context, ranging from creating business ideas to building and managing a theme/amusement park. Critically examine factors that shape the global business environment and contribute to the success or failure of global theme/amusement parks. This Fall 2023 class includes a trip to Orlando, Florida during Fall Break in October 2023. View the website for more details about this class and trip: www.stern.nyu.edu/usa Attending or viewing an Info Session is required before enrolling in this course. Must be enrolled at Stern in New York City during the semester you take the course.

Grading: Ugrd Stern Graded

Repeatable for additional credit: No

MULT-UB 133 Global Resorts and Tourism Industry: France (3 Credits)

Immerse yourself into the world of luxury experiences through a multifaceted study of the global resort and tourism industry. Discover how industry players secure their global competitive differential advantage by making business decisions that protect the integrity of their resources, while simultaneously providing powerful, meaningful experiences guided by cultural context. From international luxury hotels and palaces to gastronomic adventures, explore the unique business practices of various industry segments. Examine how media and technology redefine the landscape of luxury tourism. Create your own vision of memorable luxury resort experiences that encode cultural meaning.

Grading: Ugrd Stern Graded

Repeatable for additional credit: No

MULT-UB 134 Business and Economy of the Netherlands (3 Credits)

The goal of the course will be to understand what makes the Netherlands it is today. What led to the transformation of the Dutch economy? We will try to understand the impact different historic events and policies have had on the economy, such as the discovery of curing of herring, the water management, the discovery of natural gas in the North Sea and the current emphasis on startups and innovation. We will discuss the unique Dutch culture with emphasis on consensus and tolerance and the country's vulnerability to climate change and the recent rise of populism.

Grading: Ugrd Stern Graded

Repeatable for additional credit: No

MULT-UB 135 Economy and Business in Japan (3 Credits)

This course is designed to familiarize students with business environment of Japan and culminates in approximately week-long visit in January. The course explores different facets of management, society, the economy and politics in Japan. Japan's successful and state-led development model has served as a blueprint for many countries, especially influencing nearby countries in Asia like Korea, Singapore and China. However, in recent decades Japan's economy has slowed markedly and its population is set to fall rapidly as the country ages. What can we learn from Japan's economic successes as well as the more recent economic troubles?

Grading: Ugrd Stern Graded

Repeatable for additional credit: No

MULT-UB 136 The Global Business of Work: fur trade to fair(?) trade and AI (3 Credits)

In this survey course students will explore the history of work in America from prehistoric times up to present and beyond. In each module work is defined and examined through the lens of the worker in social, political and economic perspectives with a central question on the impact of workers and their labor contracts with who was perceived as a "manager" / "owner" of the worker. We target the 400 year period that brought the United States of America from a colonized nation to one of the largest global trading powers in the world. Some of the core topics of discovery that marked pivotal points in American labor include: - the early Native American fur traders and their relationship with the Jesuit missionaries - the Indian Wars that pushed the Native American fur trader to reservations - the rapid expansion of the cotton and sugar industries that depended exclusively on slave labor and brought the USA to a global power - the impact of immigrant labor on farms in the Midwest that produced the bread basket of the world - the impact of Chinese immigrants that built the railroads - the history of the auto industry from the unrepresented assembly line worker to unionization - the service industries contracts for a minimum wage versus a livable wage - AI and the impact on creative ownership At the end of the course students will produce their position papers and what could and should be an equitable contract with a worker in a global developed economy.

Grading: Ugrd Stern Graded

Repeatable for additional credit: No

MULT-UB 137 The Global Business of Chocolate: Sustainability, Strategy, and Hawaii Trip (3 Credits)

The cocoa industry today serves as a microcosm of the global economy and faces considerable ecological, economic, social and cultural challenges that need addressing on a global scale. This course will study the fascinating world of chocolates over its entire value chain from bean to brand, exploring topics pertaining to history and culture, cultivation and economic development, business and economics, marketing and branding, international politics and trade, science and nutrition, sustainability, farming, child labor and water management, as well as future of the industry in a world dealing with climate and developmental challenges. Insights derived from this course will be relevant not only to the chocolate industry, but also to several others that grapple with similar issues on a global scale. The ideal locations for growing cacao are tropical regions that fall within 20 degrees latitude north or south of the equator, in areas that are warm, humid, with plenty of rainfall, but also with sufficient shade and drainage to avoid waterlogging. Hawaii is the only US state that has a climate conducive for cacao cultivation. Although it is not a major supplier to the global cacao market, Hawaii produces limited quantities of high-quality cacao. The course will include lectures, discussions, exams, guest lectures, presentations, and a trip to Hawaii during spring break for a first-hand exploration of the cocoa and other agricultural industries. The trip to Hawaii will include a visit to a cacao plantation and other activities designed to delve into the local economy and culture of Hawaii.

Grading: Ugrd Stern Graded

Repeatable for additional credit: No

MULT-UB 231 Global Business Trends (2 Credits)

The course is designed to look at current and critical issues of interest for global business, especially challenges that are likely to be important over the course of students careers. Examples include the implications of COVID, the role of immigration, economic inequality, the threat of automation, the future of an open global Internet, global demographic change and the graying of many societies and climate change. Readings and discussions will illustrate the nature of these trends with an eye toward potential solutions as well as their impact on firms, industries and careers.

Grading: Ugrd Stern Graded

Repeatable for additional credit: No

MULT-UB 301 The Startup Lab (3 Credits)

Typically offered occasionally

This course broadly focuses on venture creation and guides students through the thrilling ride that is the entrepreneurial startup process. Students explore the how-tos of identifying and evaluating opportunities, developing innovative business models, concept testing, gaining early customer feedback, and then rapidly iterating to better address market demand and meet competitor challenges. Emphasis is placed on completing a feasibility analysis that examines will it fly? and on creating a strategic plan for launching, operating, and financing their business, whether a web 2.0, traditional brick and mortar, for-profit, or social impact venture

Grading: Ugrd Stern Graded

Repeatable for additional credit: No

MULT-UB 302 Business Simulation (2 Credits)

Typically offered occasionally

This course is designed as an introduction to the world of small businesses and entrepreneurship. A key objective is to help students understand the basic concepts applicable to the operations of any small business. This objective will be achieved through BizCafe, a business simulation game that requires teams of students to manage the operations of a local café over multiple time periods during which students make cross-functional business decisions, evaluate the outcomes of these decisions on their business, and then fine-tune their future decisions to improve the efficiency and effectiveness of their business. Over the course of the simulation, students will learn business terminology and how to interpret business information as they develop an understanding of the key functional areas of a business. They will also learn to apply business concepts in a dynamic, integrative environment

Grading: Ugrd Stern Graded

Repeatable for additional credit: No

MULT-UB 303 NYC Consulting Capstone (3 Credits)

This course will be the required experiential capstone course for BS in Business students. Multiple sections will be offered, each with a different focus depending on the expertise of the faculty member and the organization involved. This course leverages Stern's NYC network to provide an opportunity for students to synthesize, integrate, and apply what they have learned during their time at NYU Stern, via a hands-on learning experience in which they collaborate with a client organization to develop an academically-guided but practically-focused analysis and proposed solution to a real-world challenge that the client faces. In doing so, students will revisit and integrate critical topic areas including team building, strategy and problem-solving, analysis and research methods, and presentation skills, as well as topics specific to their chosen section of the course.

Grading: Ugrd Stern Graded

Repeatable for additional credit: No

MULT-UB 500 Berkley Achievement Scholars Seminar (0 Credits)

The Berkley Achievement Scholars Program (BAS) operates on a cohort-based model and is designed to complement the academic support, extracurricular, and career development resources available to all Stern students. The Berkely Achievement Scholars Program empowers high-achieving students with exceptional ability and fortitude to make a positive impact in their personal and professional lives. The seminar will prepare students for accelerated career readiness while providing early and frequent access to professional opportunities. This seminar will also help the students fully integrate into the Stern Undergraduate community both academically and socially. The course will include (but not limited to) traditional lecture, engaging workshops, and off-site visits.

Grading: Ugrd Stern Pass/Fail

Repeatable for additional credit: No

MULT-UB 501 Breakthrough Scholars Leadership Seminar (0 Credits)

The Breakthrough Scholars Leadership Program (BTS) operates on a cohort-based model and is designed to complement the academic support, extracurricular, and career development resources available to all Stern students. The Breakthrough Scholars Leadership Program empowers high-achieving students with exceptional ability and fortitude to make a positive impact in their personal and professional lives. This seminar will also prepare students to apply foundational leadership skills while gaining a broad understanding of the topic. This seminar will also help the students fully integrate into the Stern Undergraduate community both academically and socially. The course will include (but not limited to) traditional lecture, engaging workshops, and off-site visits.

Grading: Ugrd Stern Pass/Fail

Repeatable for additional credit: No

MULT-UB 502 Breakthrough & Berkley Achievement Scholars Seminar (0 Credits)

The Breakthrough and Berkley Achievement Scholars Program (BTS-BAS) is a scholarship program that operates on a cohort-based model. It is designed to complement the academic, personal support, extracurricular, and career development resources available to all Stern students. The BTS-BAS Program empowers high-achieving students with exceptional ability and fortitude to make a positive impact in their personal and professional lives. The seminar will support first year students' transition into college while providing early and frequent access to professional opportunities. This seminar will also help the students fully integrate into the Stern Undergraduate community both academically and socially. The course will include (but not limited to) traditional lecture, engaging workshops, and off-site visits.

Grading: Ugrd Stern Pass/Fail

Repeatable for additional credit: No

MULT-UB 9009 Cohort Leadership Program I (0 Credits)

The purpose of the Cohort Leadership Program, Introduction to Markets, Professionalism, Analysis, Community, and Teamwork (IMPACT), is to facilitate community building among Stern freshmen. IMPACT achieves its mission by cultivating an educationally stimulating environment of curricular and co-curricular experiences. IMPACT's dynamic platform exposes students to Stern Undergraduate College's values: Explore, Collaborate, and Engage. Freshmen explore some of the central tenets of business through academic theory, collaborate to develop a real-world strategy based on social impact, and engage in the implementation and launch of their strategy.

Grading: Ugrd Stern Pass/Fail

Repeatable for additional credit: No

MULT-UB 9048 Entertainment Law (2 Credits)

Typically offered Fall and Spring

Law inevitably touches all fields in some way, and mass media and entertainment is no exception. This course examines the inner workings of the entertainment business from a legal perspective. Major topics include contracts, torts (defamation and privacy), and intellectual property. It also focuses on the relationships between various parties in the entertainment field (e.g., the artist, manager, agent, and so on), the protection of intellectual property interests, and various aspects of the recording industry (e.g., contracts and royalties). Ultimately, this course prepares students for general analysis of a wide variety of entertainment law issues. Dealing with more narrow topics, such as constitutional concerns or union representation, requires additional, specialized independent study. This class also helps students further develop their reasoning and communication skills.

Grading: Ugrd Stern Graded

Repeatable for additional credit: No

MULT-UB 9080 Foundations of FinTech (3 Credits)

"FinTech" is the label for increasingly technological approaches to the main financial intermediation functions: payments, capital raising, remittances, managing uncertainty and risk, market price discovery, and mediating information asymmetry and incentives. In today's FinTech businesses, consumers bank via mobile apps integrated into social media, institutions trade electronically, and robo-advisers make decisions about investment portfolios. This inter-departmental course provides an introduction to the emerging FinTech discipline. It is intended to be the starting point for Stern students who may take additional electives in the FinTech area, while also providing an overview of the area for students who intend to take only one FinTech course.

Grading: Ugrd Stern Graded

Repeatable for additional credit: No

MULT-UB 9100 Commerce and Culture (4 Credits)

This course explores representations of American business in literature, film, art, and architecture. These artistic texts, placed in various business milieus, act as resources for students to develop their writing and critical thinking skills. Three major writing assignments ask students to consider the role of commerce and institutions in three aspects of modern life: individual identity and destiny, expressions of culture, and as sites for social and individual transformation.

Grading: Ugrd Stern Graded

Repeatable for additional credit: No