

LEADERSHIP AND MANAGEMENT STUDIES (BS)

Department Website (<https://www.sps.nyu.edu/homepage/academics/bachelors-degrees/bs-in-leadership-and-management-studies.html>)

NYSED: 27495 HEGIS: 0599.00 CIP: 52.9999

Program Description

In today's increasingly dynamic and global business environment, the Bachelor of Science in Leadership and Management Studies, which is offered fully online, prepares you with a unique blend of knowledge and skills that allow you to excel in the workplace. The degree provides a strong intellectual foundation in core management principles with an emphasis on leadership development, cross-cultural communication, quantitative reasoning, and team-building. Under the guidance of faculty members who possess practical experience in their respective areas of expertise, you will examine topics such as employee motivation and empowerment, new forms of marketing and advertising, and understanding and implementing sustainable alternatives in managing resources. You will select one of four concentrations in which to focus: human resources management; international business and global management; marketing, advertising, and public relations; or organizational management and development.

Graduates of this program are prepared to enter the corporate world, or to advance within it, as managers and business analysts in financial services, insurance, marketing and advertising, media, healthcare, entertainment, or tourism. Others pursue careers in nonprofit fields, including higher education, the arts, healthcare, research, or international causes. Some choose to become entrepreneurs or to pursue an advanced degree.

Division of Applied Undergraduate Studies (DAUS) Admissions

Admission to undergraduate programs in the NYU School of Professional Studies Division of Applied Undergraduate Studies (DAUS) requires completion of a high school diploma or GED. Admissions decisions are made through a holistic review process. Visit the SPS Admissions website (<https://www.sps.nyu.edu/homepage/admissions/admissions-criteria-and-deadlines/undergraduate-programs.html>) for detailed application requirements and deadlines.

Program Requirements

The program requires the completion of 128 credits, comprised of the following:

Course	Title	Credits
Writing		
EXWR1- UC 7501	Introduction to Creative and Expository Writing	
EXWR1- UC 7502	Writing Workshop I	
EXWR1- UC 7503	Writing Workshop II	

Critical Thinking		
HUMN1-UC 6401	Critical Thinking	4
Quantitative Reasoning		
Students, in close consultation with their adviser, select Math I and Math II or one of the following other courses based on a math placement assessment:		4
MATH1- UC 1101 & MATH1- UC 1141	Math I and Math II	
MATH1- UC 1105	Mathematical Reasoning	
MATH1- UC 1171	Precalculus	
MATH1- UC 1174	Calculus W/Applications to Business & Economics	
Scientific Issues		
Select one of the following:		4
SCNC1- UC 2001	Human Biology	
SCNC1- UC 3203	Environmental Sustainability	
SCNC1- UC 3207	Stars, Planets, & Life	
Historical Perspectives		
Select one of the following:		4
HIST1- UC 5804	Renaissance to Revolutn	
HIST1- UC 5820	The American Experience	
HIST1- UC 5821	Classical & Medieval World	
HIST1- UC 5822	Contemporary World	
Global Perspectives		
Select one of the following:		4
ANTH1- UC 5011	World Cultures: Africa	
ANTH1- UC 5012	World Cultures: Middle East	
ANTH1- UC 5013	World Cultures: Asia	
ANTH1- UC 5014	World Cultures: Latin America & The Caribbean	
Literary and Artistic Expressions		
Select one of the following:		4
ARTS1- UC 5438	History of Music	
ARTH1- UC 5443	Visual Expressions in Society	
LITR1-UC 6201	Contemporary Global Literature	
Liberal Arts Electives		
Select an additional 8 credits of liberal arts courses, by advisement		8
Major Requirements		

Based on math placement assessment, students select one of the two math courses listed below (in addition to the Quantitative Reasoning requirement in the Core Curriculum) and are required to take the remaining 14 courses listed below:

MATH1-UC 1171	Precalculus	4
or MATH1-UC 1174	Calculus W/Applications to Business & Economics	
BUSN1-UC 504	Business Organization & Management	4
ORBC1-UC 2242	Business Writing	4
LRMS1-UC 573	Business Ethics	4
BUSN1-UC 544	Business Law	4
BUSN1-UC 171	Intermediate Accounting	4
BUSN1-UC 172	Introduction to Finance	4
ORBC1-UC 2222	Leadership: Theory & Practice	4
ORBC1-UC 1301	Organizational Behavior	4
BUSN1-UC 142	Principles of Accounting	4
BUSN1-UC 943	Principles of Marketing	4
MATH1-UC 1172	Statistical Methods	4
ECON1-UC 302	Intro to Microeconomics	4
ECON1-UC 301	Intro to Macroeconomics	4
BUSN1-UC 376	Sustainable Management Principles	4

Concentration Courses

Students may select one of the following concentrations, which provide the opportunity to gain expertise in a specialized area of study (see concentration requirements below): 16

Human Resources Management
International Business and Global Management (Online and On-site Study Options)
Marketing, Advertising, and Public Relations
Organizational Management and Development

Leadership and Management Studies Electives

Select an additional eight credits from any concentration, by advisement. One of these electives may include the following courses: 8

MEST1-UC 6005	Global Perspectives in Media
MEST1-UC 6006	Cultural Identities in The Media
ORBC1-UC 2202	Multicultural Communication
ORBC1-UC 2221	Leadership Strategies for The Global Workplace
ORBC1-UC 2224	Corporate Social Responsibility
LRMS1-UC 562	Human Resources Leadership and Strategy
LRMS1-UC 566	Human Resource Technology & Policy
LRMS1-UC 1903	Employment Law & Rights
LRMS1-UC 926	Services Marketing
ECON1-UC 351	Economics & Gender
ECON1-UC 362	Environmental Economics
ECON1-UC 363	Urban Economics

PSIN1-UC 7942	Professional Studies Internship
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Graduation Project

Select one of the following:

LRMS1-UC 7991	Senior Project: Seminar
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PSIN1-UC 7992	Professional Studies Senior Project Internship
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Total Credits

128

Concentrations

Students complete a set list of courses for their selected concentration and also complete a specific number of credits in concentration elective options. Please refer to concentration for specific information. Concentrations are optional. Students who do not elect to complete a concentration must instead take additional elective courses to fulfill the credit requirements.

Human Resources Management

Course	Title	Credits
Required Courses		
LRMS1-UC 548	Human Resources Management Principles	4
LRMS1-UC 567	International Human Resource Management	4

Electives

Select two of the following:	8
LRMS1-UC 563	Work Analysis & Design
LRMS1-UC 564	Recruitment, Selection & Career Development
ORBC1-UC 2248	Talent Management and Performance Effectiveness
ORBC1-UC 2220	Managing Diversity in the Global Workplace

International Business and Global Management

Course	Title	Credits
Required Courses		
LRMS1-UC 579	Comparative Management & Leadership	4
LRMS1-UC 583	International Trade & Investment	4
LRMS1-UC 584	Comparative Political Economy	4

Electives

Select one of the following:	4
LRMS1-UC 585	International Entrepreneurship
LRMS1-UC 927	Strategic International Marketing
LRMS1-UC 717	Supply Chain Management
BUSN1-UC 377	Sustainable Development in Emerging Economies

Marketing, Advertising, and Public Relations

Course	Title	Credits
Required Courses		
LRMS1-UC 920	Consumer Behavior	4

LRMS1-UC 941	Fundamentals of Advertising, Media, and Public Relations	4	BUSN1-UC 376	Sustainable Management Principles	4		
LRMS1-UC 927	Strategic International Marketing	4	BUSN1-UC 171	Intermediate Accounting	4		
Electives					Credits 16		
Select one of the following:					4		
LRMS1-UC 922	Market & Managerial Research		BUSN1-UC 544	Business Law	4		
LRMS1-UC 923	Product Innovation and Management		BUSN1-UC 172	Introduction to Finance	4		
LRMS1-UC 948	Integrated Marketing Campaigns		LRMS1-UC 573	Business Ethics	4		
LRMS1-UC 954	New Tech for Advertising & Public Relations		MATH1-UC 1172	Statistical Methods	4		
LRMS1-UC 717	Supply Chain Management		Credits 16				
7th Semester/Term							
Concentration Course					4		
Literary & Artistic Expressions					4		
8th Semester/Term							
Concentration Course					4		
Concentration Course					4		
Concentration Course					4		
Liberal Arts Elective					4		
Credits 16							
9th Semester/Term							
Concentration Course					4		
Concentration Course					4		
Concentration Course					4		
Graduation Project					4		
Credits 16							
Total Credits 128							

Organizational Management and Development

Course	Title	Credits			
Required Courses					
LRMS1-UC 548	Human Resources Management Principles	4			
LRMS1-UC 579	Comparative Management & Leadership	4			
ORBC1-UC 2209	Organizational Change	4			
Electives					
Select one of the following:					4
ORBC1-UC 2253	Green Design and the Future of Organizations				
LRMS1-UC 578	Strategic Planning and Operational Analysis				
ORBC1-UC 2248	Talent Management and Performance Effectiveness				
ORBC1-UC 2249	Corporate Culture & Organizational Learning				
Credits 16					
Total Credits 128					

Sample Plan of Study

Course	Title	Credits			
1st Semester/Term					
EXWR1-UC 7502	Writing Workshop I	4			
Quantitative Reasoning		4			
Historical Perspectives		4			
Global Perspectives		4			
Credits 16					
2nd Semester/Term					
EXWR1-UC 7503	Writing Workshop II	4			
MATH1-UC 1171 or MATH1-UC 1174	Precalculus or Calculus W/Applications to Business & Economics	4			
BUSN1-UC 504	Business Organization & Management	4			
Scientific Issues		4			
Credits 16					
3rd Semester/Term					
HUMN1-UC 6401	Critical Thinking	4			
ORBC1-UC 1301	Organizational Behavior	4			
BUSN1-UC 142	Principles of Accounting	4			
ECON1-UC 301	Intro to Macroeconomics	4			
Credits 16					
4th Semester/Term					
ECON1-UC 302	Intro to Microeconomics	4			
BUSN1-UC 943	Principles of Marketing	4			

Learning Outcomes

Upon successful completion of the program, graduates will:

1. Apply basic principles of management to guide modern business enterprises and other organizations.
2. Describe the structures and processes of organizations that enhance their efficiency and effectiveness.
3. Describe the changing roles and function of management and leadership or organizations.
4. Apply sensitivity to the varying needs and motivations of people in organizations they serve.
5. Balance the needs for profitability and rights of people within organizations and communities.
6. Balance the needs of profitability with care of the physical environment.
7. Analyze the globalization of industries and interdependence of national and regional markets in a multicultural and global economy.

Polices

NYU Policies

University-wide policies can be found on the New York University Policy pages (<https://bulletins.nyu.edu/nyu/policies/>).

School of Professional Studies Policies

Additional academic policies can be found on the School of Professional Studies academic policy page (<https://bulletins.nyu.edu/undergraduate/professional-studies/academic-policies/>).