

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.

Admissions

New York University's Office of Undergraduate Admissions supports the application process for all undergraduate programs at NYU. For additional information about undergraduate admissions, including application requirements, see *How to Apply* (<https://www.nyu.edu/admissions/undergraduate-admissions/how-to-apply.html>).

Program Requirements

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

Course	Title	Credits
Writing		
The following courses may be required based on a writing placement assessment, and should be successfully completed within the first three semesters:		
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 1 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	
SCNC1-UC 3215	Biology of Hunger & Population	

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	
LITR1-UC 6209	Oral Traditions in Literature	

Liberal Arts Electives		
Select an additional 8 credits of liberal arts courses, by advisement		8
Additional 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 2201 Organizational Communication

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 565 Compensation Management

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

Graduation Project

Select one of the following: 4

LRMS1-UC 7991 Senior Project: Seminar

PSIN1-UC 7992 Professional Studies Senior Project Internship

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
LRMS1-UC 927	Strategic International Marketing	4
Electives		
Select one of the following:		4
LRMS1-UC 922	Market & Managerial Research	
LRMS1-UC 923	Product Innovation and Management	
LRMS1-UC 948	Integrated Marketing Campaigns	
LRMS1-UC 954	New Tech for Advertising & Public Relations	
LRMS1-UC 717	Supply Chain Management	

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	

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	Precalculus	4
or MATH1-UC 1174	or Calculus W/Applications to Business & Economics	
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
BUSN1-UC 376	Sustainable Management Principles	4
BUSN1-UC 171	Intermediate Accounting	4
Credits		16
5th Semester/Term		
BUSN1-UC 544	Business Law	4
BUSN1-UC 172	Introduction to Finance	4
LRMS1-UC 573	Business Ethics	4
MATH1-UC 1172	Statistical Methods	4
Credits		16
6th Semester/Term		
ORBC1-UC 2242	Business Writing	4
ORBC1-UC 2222	Leadership: Theory & Practice	4
Concentration Course		4
Literary & Artistic Expressions		4
Credits		16
7th Semester/Term		
Concentration Course		4
Concentration Course		4
Concentration Course		4
Liberal Arts Elective		4
Credits		16
8th Semester/Term		
Liberal Arts Elective		4
Leadership & Management Studies Elective		4
Leadership & Management Studies Elective		4
Graduation Project		4
Credits		16
Total Credits		128

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.

Policies

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/>).