

# BUSINESS AND FINANCE (BS)

CIP: 52.0101

## Program Description

To advance in today's global business environment, one must develop an exceptionally broad array of intellectual skills. The modern business environment demands the ability to analyze problems rigorously, to develop innovative and creative solutions, and to work effectively within the context of an organization. That in turn demands an understanding of the customers, the cultural and scientific contexts in which businesses operate, alongside an understanding of the techniques by which firms succeed in a competitive economy.

A successful business combines labor and capital to produce a good or service at a price and quality that customers want to purchase. In a complex business, different individuals often take responsibility for different aspects of that endeavor, such as operations management, marketing and sales, information systems management, and financial management. An effective business education should provide students with an overview of all these fields, together with an opportunity to explore some areas in greater depth.

The business program at NYU Shanghai is designed to provide students with comprehensive preparation for the modern globalized business world. It builds upon the liberal education designed into the NYU Shanghai core curriculum. Before entering the major, students will have developed an essential set of skills in mathematics, critical thinking, and oral and written communication. They will also have acquired a familiarity with the general cultural and scientific contexts in which businesses operate. Within the major, students obtain:

1. a deeper understanding of the modern global business environment and its economic structure;
2. disciplinary skills in economics and statistics;
3. a focused introduction to accounting, analytics, finance, marketing, operations, and organizational management.

The Business & Finance major helps students develop knowledge and skills in corporate finance, investments management, securities trading, financial markets, and more.

## 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

| Course  | Title                          | Credits |
|---|--------------------------------|---------|
| <b>Core Courses</b>                                   |                                |         |
| <i>Social and Cultural Foundations</i>                |                                |         |
| CCSF-SHU 101L   | Global Perspectives on Society | 4       |
| Interdisciplinary Perspectives on China (Two Courses) |                                | 8       |
| <i>Writing</i>  |                                |         |
| WRIT-SHU 102  | Writing as Inquiry             | 4       |
| WRIT-SHU 201  | Perspectives on the Humanities | 4       |
| <i>Language</i>                                       |                                |         |

|  |                                       |              |
|--|---------------------------------------|--------------|
| Language Courses <sup>1</sup>  |                                       | 8-16         |
| <i>Mathematics</i>   |                                       |              |
| MATH-SHU 131   | Calculus <sup>2</sup>                 | 4            |
| <i>Algorithmic Thinking</i>  |                                       |              |
| Algorithmic Thinking Course  |                                       | 4            |
| <i>Science</i>   |                                       |              |
| Experimental Discovery in the Natural World Course                         |                                       | 4            |
| Science, Technology and Society Course                                     |                                       | 4            |
| <b>Courses for the Business and Finance Major</b>                          |                                       |              |
| <i>Business Core</i>   |                                       |              |
| BUSF-SHU 101   | Statistics for Business and Economics | 4            |
| BUSF-SHU 202   | Foundations of Finance                | 4            |
| BUSF-SHU 250   | Principles of Financial Accounting    | 4            |
| ECON-SHU 3   | Microeconomics                        | 4            |
| ECON-SHU 251   | Economics of Global Business          | 4            |
| <i>Finance Core</i>  |                                       |              |
| BUSF-SHU 303   | Corporate Finance                     | 4            |
| <i>Business Core Electives</i>   |                                       |              |
| Select two of the following:   |                                       | 8            |
| BUSF-SHU 142 Information Technology in Business & Society                  |                                       |              |
| BUSF-SHU 210 Business Analytics  |                                       |              |
| BUSF-SHU 351 Operations Management   |                                       |              |
| MGMT-SHU 301   | Management and Organizations          |              |
| MKTG-SHU 1 Introduction to Marketing                                       |                                       |              |
| <i>Finance Electives</i>   |                                       |              |
| Select two of the following: <sup>3</sup>                                  |                                       | 8            |
| BUSF-SHU 304 Futures and Options   |                                       |              |
| BUSF-SHU 305 Debt Instruments and Markets                                  |                                       |              |
| BUSF-SHU 321 Equity Valuation  |                                       |              |
| BUSF-SHU 361 Entrepreneurial Finance                                       |                                       |              |
| BUSF-SHU 420 Business Topics Course: Financial Market Volatility Modeling  |                                       |              |
| BUSF-SHU 441 Private Equity & Venture Capital in Asia and Emerging Markets |                                       |              |
| <i>Non-Finance Electives</i>   |                                       |              |
| Select two from the following areas: <sup>4</sup>                          |                                       | 8            |
| Accounting   |                                       |              |
| Business Analytics   |                                       |              |
| Management   |                                       |              |
| Marketing  |                                       |              |
| Operations   |                                       |              |
| Information Systems  |                                       |              |
| <i>China Business Studies</i>  |                                       |              |
| Select one of the following: <sup>5</sup>                                  |                                       | 4            |
| BUSF-SHU 200D Business Consulting in China                                 |                                       |              |
| BUSF-SHU 286 Chinese Financial Markets                                     |                                       |              |
| BUSF-SHU 288 Doing Business with China                                     |                                       |              |
| <b>Other Elective Credits</b>  |                                       | <b>24-32</b> |
| <b>Total Credits</b>   |                                       | <b>128</b>   |

1

Students who did not attend a Chinese-medium high school fulfill the Core language requirement by demonstrating proficiency of the Chinese language through the Intermediate level. Chinese speakers who did not attend an English-medium high school fulfill the Core language requirement through completion of EAP-SHU 100 English for Academic Purposes I and EAP-SHU 101 English for Academic Purposes II. Additional information can be found on the NYU Shanghai Core Curriculum page (<https://bulletins.nyu.edu/undergraduate/shanghai/core-curriculum/#text>).

2

MATH-SHU 131 Calculus must be successfully completed with a grade of C or better.

3

Any 4-credit Finance elective course offered at NYU Shanghai (such as those listed below) or any 3-credit Finance elective course offered by Stern Finance Department can be counted as a Finance elective. Taking two 2-credit Finance courses will be counted as meeting the requirement of one Finance elective.

4

Any 4-credit Non-Finance elective course offered at NYU Shanghai (such as those listed below) or any 3-credit Non-Finance elective course offered by Stern can be counted as a Non-Finance elective. Taking two 2-credit Non-Finance courses will be counted as meeting the requirement of one Non-Finance elective.

5

Students who are admitted into the Business and Economics Honors Program and conduct a China related research may fulfill the China Business Studies requirement with the credits from Business and Economics Honors Program.

## Optional Business and Finance Tracks

### 1. *Business Accounting Track*

Business and Finance majors may complete a “Business Accounting track” within the major by taking Principles of Financial Accounting and Managerial Accounting and choosing one approved accounting course in fulfilling their two “Non-Finance Elective” requirements. Students should consult their academic advisor on the approved courses.

### 2. *Business Analytics Track*

Business and Finance majors may complete a “Business Analytics track” within the major by taking Business Analytics and Information Technology in Business & Society as the Business Electives and choosing one additional Operations/Information System/Analytics course (e.g., Operations Management) in fulfilling their two “Non-Finance Elective” requirements.

### 3. *Business Marketing Track*

Business and Finance majors may complete a “Marketing track” within the major by taking Introduction to Marketing as one of their Business Electives and choosing two Marketing Elective courses in fulfilling their two “Non-Finance Elective” requirements.

### 4. *Business Management Track*

Business and Finance majors may complete a “Management track” within the major by taking Management and Organizations as one of their Business Electives and choosing two approved management courses in fulfilling their two “Non-Finance Elective”

requirements. Students should consult their academic advisor on the approved courses.

## Seniors Thesis Requirement

All NYU Shanghai Business major students are required to submit a Senior Thesis paper to satisfy their graduation requirements. It serves to showcase their accumulated knowledge in business during their undergraduate studies. The Senior Thesis requires students to write an independent paper under the supervision of a course instructor or in consultation with faculty experts. Professors from other NYU sites may also serve in this role. A panel of business professors review all the submitted Senior Theses for approval. The Senior Thesis is submitted in the final semester of a student’s senior year.

## Sample Plan of Study

| Course                                   | Title                                 | Credits        |
|--|---------------------------------------|----------------|
| <b>1st Semester/Term</b>                 |                                       |                |
| MATH-SHU 131                             | Calculus                              | 4              |
| CCSF-SHU 101L                            | Global Perspectives on Society        | 4              |
| Chinese or EAP                           |                                       | 4              |
| Core Course                              |                                       | 4              |
|  |                                       | <b>Credits</b> |
|  |                                       | <b>16</b>      |
| <b>2nd Semester/Term</b>                 |                                       |                |
| ECON-SHU 3                               | Microeconomics                        | 4              |
| BUSF-SHU 101                             | Statistics for Business and Economics | 4              |
| WRIT-SHU 102                             | Writing as Inquiry                    | 4              |
| Chinese or EAP                           |                                       | 4              |
|  |                                       | <b>Credits</b> |
|  |                                       | <b>16</b>      |
| <b>3rd Semester/Term</b>                 |                                       |                |
| WRIT-SHU 201                             | Perspectives on the Humanities        | 4              |
| BUSF-SHU 250                             | Principles of Financial Accounting    | 4              |
| BUSF-SHU 202                             | Foundations of Finance                | 4              |
| Chinese or Core Course                   |                                       | 4              |
|  |                                       | <b>Credits</b> |
|  |                                       | <b>16</b>      |
| <b>4th Semester/Term</b>                 |                                       |                |
| ECON-SHU 251                             | Economics of Global Business          | 4              |
| BUSF-SHU 303                             | Corporate Finance                     | 4              |
| Core Course                              |                                       | 4              |
| Chinese or Core Course                   |                                       | 4              |
|  |                                       | <b>Credits</b> |
|  |                                       | <b>16</b>      |
| <b>5th Semester/Term</b>                 |                                       |                |
| Business Core Elective                   |                                       | 4              |
| Finance Elective or Non-Finance Elective |                                       | 4              |
| Core Course                              |                                       | 4              |
| General Elective                         |                                       | 4              |
|  |                                       | <b>Credits</b> |
|  |                                       | <b>16</b>      |
| <b>6th Semester/Term</b>                 |                                       |                |
| Business Core Elective                   |                                       | 4              |
| Finance Elective or Non-Finance Elective |                                       | 4              |
| Core Course                              |                                       | 4              |
| General Elective                         |                                       | 4              |
|  |                                       | <b>Credits</b> |
|  |                                       | <b>16</b>      |
| <b>7th Semester/Term</b>                 |                                       |                |
| China Business Studies                   |                                       | 4              |
| Finance Elective or Non-Finance Elective |                                       | 4              |
| Core Course or General Elective          |                                       | 4              |
| General Elective                         |                                       | 4              |
|  |                                       | <b>Credits</b> |
|  |                                       | <b>16</b>      |
| <b>8th Semester/Term</b>                 |                                       |                |
| Finance Elective or Non-Finance Elective |                                       | 4              |

|                                 |            |
|---------------------------------|------------|
| Core Course or General Elective | 4          |
| General Elective                | 4          |
| General Elective                | 4          |
| <b>Credits</b>                  | <b>16</b>  |
| <b>Total Credits</b>            | <b>128</b> |

## Learning Outcomes

Upon successful completion of this program, students will display:

1. **Proficiency:** Students will gain proficiency in the main disciplines of finance, so they can provide value in various types of organizations.
2. **Intellectualism:** Students will exhibit intellectual curiosity and a deeper understanding of the modern global business environment and its economic structure.
3. **Global experiences:** Students will demonstrate their understanding of different cultural environments and how to become better managers in an increasingly integrated world.
4. **Social impact and decision-making:** Students will achieve understanding of the role of business within our global society and be able to measure trade-offs to improve decision-making

## Policies

### Business and Finance (BS) Policies

1. Students need to pass Calculus with a grade of C or above to fulfill the math core requirement for the business majors.
2. Students can only take ECON-SHU 3 Microeconomics in Shanghai. It is highly recommended that students complete ECON-SHU 3 Microeconomics prior to study away.
3. Students may take up to three Stern Business courses per semester while studying away.

## Secondary Major Guidelines

Students who are interested in pursuing a Data Science major along with a Business major have the option to double-count more than two courses between the majors. To complete both majors successfully, students would need to complete the course requirements for both majors. However, the following courses are allowed to be double-counted toward both majors:

- BUSF-SHU 101 Statistics for Business and Economics
- BUSF-SHU 202 Foundations of Finance
- BUSF-SHU 250 Principles of Financial Accounting
- BUSF-SHU 303 Corporate Finance
- ECON-SHU 3 Microeconomics

## NYU Policies

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

## NYU Shanghai Policies

Additional academic policies can be found on the NYU Shanghai Academic Policies page (<https://bulletins.nyu.edu/undergraduate/shanghai/academic-policies/>).