

# BUSINESS AND MARKETING (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 & Marketing major helps students develop knowledge and skills in marketing management, customer insights, brand management, 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> <sup>1</sup>		
Language Courses		8-16
<i>Mathematics</i>		
MATH-SHU 131	Calculus	4
<i>Algorithmic Thinking</i>		
Algorithm Thinking Course		4
<i>Science</i>		
Experimental Discovery in the Natural World		4
Science, Technology, and Society		4
<b>Major Requirements</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>Marketing Core</i>		
MKTG-SHU 1	Introduction to Marketing	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 303 Corporate Finance		
BUSF-SHU 351 Operations Management		
MGMT-SHU 301	Management and Organizations	
<i>Marketing Electives</i> <sup>2,3</sup>		
Select one of the following:		4
MKTG-SHU 2	Consumer Behavior	
MKTG-SHU 9	Research for Customer Insights	
Select one of the following:		4
MKTG-SHU 3	Advertising Management	
MKTG-SHU 53	Pricing	
MKTG-SHU 57	Digital Marketing	
MKTG-SHU 64	Global Marketing Strategy	
<i>Non-Marketing Electives</i> <sup>4</sup>		
Select two from the following areas:		8
Accounting		
Business Analytics		
Management		
Finance		
Operations		
Information Systems		
<i>China Business Studies</i> <sup>5</sup>		
Select one of the following:		4
BUSF-SHU 288 Doing Business with China (Select one of the following:)		
BUSF-SHU 200D	Business Consulting in China	
BUSF-SHU 286 Chinese Financial Markets		

<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

Students who take either MKTG-SHU 2 Consumer Behavior or MKTG-SHU 9 Research for Customer Insights may choose to take the other to fulfill their Marketing Elective Requirement.

3

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

4

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

5

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

## Optional Business and Marketing Major Tracks

### 1. *Business Accounting Track*

Business and Marketing 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-Marketing Elective” requirements. (\*Students should consult their academic advisor on the approved courses.)

### 2. *Business Analytics Track*

Business and Marketing 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-Marketing Elective” requirements.

### 3. *Business Finance Track*

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

### 4. *Business Management Track*

Business and Marketing 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-Marketing Elective” requirements. (\*Students should consult their academic advisor on the approved courses.)

## Senior 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>		
CCSF-SHU 101L	Global Perspectives on Society	4
MATH-SHU 131	Calculus	4
Core Course		4
Chinese or EAP		4
<b>Credits</b>		<b>16</b>
<b>2nd Semester/Term</b>		
WRIT-SHU 102	Writing as Inquiry	4
ECON-SHU 3	Microeconomics	4
BUSF-SHU 101	Statistics for Business and Economics	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 Class		4
<b>Credits</b>		<b>16</b>
<b>4th Semester/Term</b>		
Core or General Elective		4
ECON-SHU 251	Economics of Global Business	4
MKTG-SHU 1	Introduction to Marketing	4
Chinese or General Elective		4
<b>Credits</b>		<b>16</b>
<b>5th Semester/Term</b>		
Core or General Elective		4
Business Core Elective		4
Marketing Elective or Non-Marketing Elective		4
Core or General Elective		4
<b>Credits</b>		<b>16</b>
<b>6th Semester/Term</b>		
Marketing Elective or Non-Marketing Elective		4
Business Core Elective		4
Core or General Elective		4
General Elective		4
<b>Credits</b>		<b>16</b>
<b>7th Semester/Term</b>		
Non-Marketing Elective or Marketing Elective		4
China Business Studies		4
General Elective		4
General Elective		4
<b>Credits</b>		<b>16</b>

8th Semester/Term	
Non-Marketing Elective or Marketing Elective	4
General Elective	4
Core or General Elective	4
General Elective	4
<b>Credits</b>	<b>16</b>
<b>Total Credits</b>	<b>128</b>

## NYU Shanghai Policies

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

## Learning Outcomes

Upon successful completion of the program, students will display:

1. Proficiency: Students will gain proficiency in the main disciplines of marketing, so they can provide value by helping organizations match offerings and needs in the marketplace.
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 & Marketing Program Policies

Students need to pass Calculus with a grade C or above to fulfill the math core requirement for the business majors.

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.

Students may take up to three Stern Business courses per semester while studying away.

### Business & Marketing and Data Science (Concentration in Marketing) Double 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
- ECON-SHU 3 Microeconomics
- MKTG-SHU 1 Introduction to Marketing

## NYU Policies

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