The Stern School of Business offers a Bachelor of Science degree that combines the best of two worlds: a broad-based liberal arts foundation paired with graduate-caliber courses in business fundamentals. In addition, careful attention is given to issues of globalism, social impact, and ethics.

The Stern program of study is, by its nature, cross-disciplinary. During freshman and sophomore years, students complete 12 foundation courses that span the liberal arts, business, and the beginning of Stern’s Social Impact Core. During junior and senior years, they complete two more courses in the Social Impact Core, as well as a four-course sequence in a business major and the two-course International Studies Sequence. In addition, throughout the four years, students take elective courses from across the University to broaden their intellectual experience. Many students choose to minor or pursue a second major in the College of Arts and Science, in areas ranging from psychology to the fine arts. Additionally, we strongly recommend that students study abroad.

An Integrated Four-Year Curriculum

Liberal Arts Core (six courses)
The cornerstone of the Stern curriculum is a solid grounding in the liberal arts and sciences. Typically, this sequence includes six courses designed to heighten cultural awareness, hone critical reading and writing skills, and promote creative and logical thinking.

The Liberal Arts Core has three components:
1. Expository Writing Program:
   • Writing the Essay
   • The Advanced College Essay: Business and Its Publics
2. Foundations of Contemporary Culture:
   • Conversations of the West
   • World Cultures
3. Foundations of Scientific Inquiry:
   • Natural Science I, II, or a course in biology, chemistry, physics, environmental science, or neural science
   • Calculus I (or higher-level mathematics)

Business Core (eight courses)
The Business Core consists of requirements common to all Stern students and spans each of the fundamental areas of business study. The Business Core requires courses in accounting, finance, information systems, management, marketing, operations management, and statistics. The Business Core provides a foundation during which students can explore a wide range of business areas, enabling them to make an informed decision about which Stern major to pursue.

Social Impact Core (four courses)
The Social Impact Core is a four-course sequence introduced in fall 2005 that spans across all four years of study. The Social Impact Core begins freshman year with our Business and Its Publics course. This course combines a lecture series with small group discussion sections to introduce students to the many interconnections between business, society, markets, politics, art, culture and life. In the sophomore year, students take Organizational Communications, which reiterates themes introduced in Business and Its Publics, as students study social processes of influence and persuasion and learn how to most effectively communicate their own verbal and written messages to different audiences. In the junior year, students take Legal Aspects of Business, a course that studies the role of law in shaping and governing the conduct of business and the role of commerce in our society. Senior year, students complete the social impact sequence with a course focusing on issues of professional responsibility.

International Studies Sequence (two courses)
The Stern experience is designed to broaden each student’s view of the world. Given the undeniably global scope of business in the 21st century, all students are required to take the two-course international business sequence during their junior year. It begins in the fall with the Economics of Global Business, a course combining the study of macroeconomics and international trade. In the spring, all students participate in the International Studies Program, a strategy-based course that teaches students how to understand the competitive positioning of a company in its industry, country, and international context. The course includes a one-week visit to a country in Asia, Europe, or Latin America to experience the culture firsthand and meet with the executives of a major corporation based in that country. A final project is prepared analyzing the competitive positioning of the target company in its global marketplace.
Business Major Sequence (four courses)

Every student is required to fulfill a Stern major that typically includes four courses (or 12 credits) in the student’s chosen area of study. Majors include accounting, actuarial science, economics, finance, information systems, management, marketing, or statistics.

Electives Courses (up to 20 credits)

Additional elective course work in liberal arts or business studies completes a student’s degree requirements. Students have a choice in the selection of electives and may take courses that suit their individual interests. Students are strongly encouraged to consider pursuing a minor or second major in the College of Arts and Science. Students are also strongly encouraged to consider studying abroad during their sophomore spring or junior fall. Study can be pursued at one of the 20 or more International Business Exchange (IBEX) Program partner schools that maintain exchange relationships with the Stern Undergraduate College or through one of the many locations offered through New York University’s Office of Study Abroad (including Berlin, Florence, Ghana, London, Madrid, Paris, Prague, and Shanghai).

Students are also allowed to pursue a second major, comajor, or concentration within the Stern Undergraduate College.

ELECTIVE COURSES

Program and Breadth Electives

Stern students are required to take between 17 and 40 credits of elective credit, depending on their major. The elective requirement allows students to consider fulfilling a minor or second major at the College of Arts and Science, take a second major at Stern, or take a range of courses for personal enrichment. Many students also fulfill the Program and Breadth Elective credits while studying abroad.

Please note that students are required to fulfill both Program and Breadth Electives. Program Electives are earned in the College of Arts and Science ("V" courses) and/or at the Stern School. Breadth Electives are earned in the College of Arts and Science, the Steinhardt School of Education ("E" courses), and/or the Tisch School of the Arts ("H" courses).

MAJORS AND COMAJORs

The Stern Undergraduate College offers eight majors and one comajor. Majors, together with requirements and courses, are described within the academic departments sections of this bulletin. Students should consult with their academic adviser at the Office of Academic Advising to determine exact course sequence and selection of electives. Prelaw students should consult with the prelaw adviser.

Every student at Stern must select one of the Stern functional business areas as a major (i.e., finance, marketing, management). In addition to that major, students are permitted to declare two other formally recognized areas of specialization in Stern, the College of Arts and Science (CAS), or the Steinhardt School of Education. A maximum of three designations will be included on the formal NYU Stern record. The additional two specializations may come from the following areas:

1. In Stern: either an international business comajor or another functional business area as a secondary major
2. In CAS: a major and/or minor (see CAS Web site for requirements and restrictions)
3. In Steinhardt: a minor (see Steinhardt Web site for requirements and restrictions)
4. In Tisch: the producing minor (see Tisch Web site for requirements and restrictions and page 79)

MINORS AND MAJORS IN THE LIBERAL ARTS

Stern students may declare a minor in select departments or programs offered through the College of Arts and Science (CAS). Stern students may not declare a minor in computer science, economics, or journalism and should consult the CAS bulletin for other departmental restrictions.

In order to declare a minor, students must file a Selection of Minor form at the Office of Academic Advising. Each department or program at CAS has specific requirements for fulfilling the minor. It is therefore required that students consult with a faculty member in the department from which they would like to minor.

In addition to a Stern major, there are also opportunities to declare a major in CAS. Students must work very closely with an academic adviser in Stern, as well as a departmental adviser in the College of Arts and Science to receive approval and ensure that the CAS major requirements can be met.

Stern students also have the opportunity to minor in various departments in the Steinhardt School of Education. Please refer to the Steinhardt School Web site at http://steinhardt.nyu.edu to browse possible options. It is strongly encouraged that students consult with an academic adviser before beginning a minor in the Steinhardt School.

Additionally, Stern students may minor in producing through the Tisch School of the Arts. Please refer to the Tisch Web site at http://spcialprograms.tisch.nyu.edu/object/minorproducing.html for program requirements. Students must apply for a minor in producing, thus it is advised that students meet with an academic adviser if they are interested in pursing this minor.

* Students are encouraged to consult the curriculum worksheet that corresponds to their primary major to determine their specific elective credit requirement. Curriculum worksheets can be obtained from the Office of Academic Advising or they can be downloaded from the Undergraduate Web site at http://w4.stern.nyu.edu/uc/currentstudents/advising/forms.

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**Representative Program**

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<tr>
<td>Principles of Financial Accounting</td>
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Courses

**Foundation Courses**

**LIBERAL ARTS CORE**

**Economics**
(4 Credits)
Students are required to take Microeconomics plus two upper-level economic courses at Stern. Microeconomics is a liberal arts core course taken in the freshman year. The two upper-level economics courses are part of the junior year International Studies Sequence.

**Microeconomics**
C30.0001  4 credits.
Prerequisite: V63.0121 (Calculus I) or equivalent: AP Calculus AB/BC scores of 4 or 5 or SAT I Math 650 or higher. Fall and spring.
Derivatives, antiderivatives, and integrals of functions of one real variable. Applications, including graphing, maximizing, and minimizing functions. Areas and volumes.

**Mathematics**
(4 Credits)
In most majors, students are required to take V63.0121, Calculus I or a higher-level mathematics. Statistics majors should consult the undergraduate faculty before selecting mathematics courses.

**Calculus I**
V63.0121  4 credits.
Prerequisite: V63.0009, Precalculus Mathematics or equivalent: AP Calculus AB/BC scores of 4 or 5 or SAT I Math 650 or higher. Fall and spring.
Derivatives, antiderivatives, and integrals of functions of one real variable. Applications, including graphing, maximizing, and minimizing functions. Areas and volumes.

**MORSE ACADEMIC PLAN**

**Expository Writing**
(8 Credits)
Stern students are required to take two courses from the Morse Academic Plan (MAP) in the Expository Writing Program (EWP), including Writing the Essay and Advanced College Essay: Business and Its Publics. International students may take courses required for and limited to qualified students for whom English is a second language. Such students may fulfill their expository requirement by taking International Writing Workshop I and II and passing the Proficiency Examination. Students must complete Writing the Essay, V40.0100, during their first year. Those placed into the Profess Writing or International Writing Workshop sequences must begin in their first semester and must register for their remaining writing course(s) in the semester(s) immediately following.

**Writing the Essay**
V40.0100  4 credits.
Prerequisite: V40.0100. Required of all CAS, Stern, Steinhardt, and Social Work freshmen and transfer students who have not completed an equivalent course at another college. No exemptions. This is the foundational writing course in expository writing. Provides instruction and practice in critical reading, creative thinking, and clear writing. Provides additional instruction in analyzing and interpreting written texts, the use of written texts as evidence, the development of ideas, and the writing of both exploratory and argumentative essays. Stresses exploration, inquiry, reflection, analysis, revision, and collaborative learning.

The Advanced College Essay: Business and Its Publics
V40.0115  4 credits.
Prerequisite: V40.0100. Required of students in Stern who have not completed an equivalent course at another college. No exemptions. Provides advanced instruction in analyzing and interpreting written texts from a variety of academic disciplines, the use of written texts as evidence, the development of ideas, and the writing of argumentative essays. Stresses analysis, argument, reflection, revision, and collaborative learning. Tailored to allow students at Stern to focus their essay writing on the many interconnections among business, society, politics, art, and life.

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<td>C22/B90</td>
<td>KMC, Room 8-160</td>
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*KMC—Henry Kaufman Management Center*
International Writing Workshop I
V40.0004 4 credits.
Prerequisite: EWP permission. The first of two courses required for students for whom English is a second language. The MAP requirement for NYU undergraduates is fulfilled with this course and International Writing Workshop 2.
Provides instruction in critical reading, textual analysis, exploration of experience, the development of ideas, and revision. Stresses the importance of inquiry and reflection in the use of texts and experience as evidence for essays. Reading and writing assignments lead to essays in which students analyze and raise questions about written texts and experience and reflect on text, experience, and idea in a collaborative learning environment. Discusses appropriate conventions in English grammar and style as part of instructor feedback.

International Writing Workshop II
V40.0009 4 credits.
Prerequisite: V40.0004. The second of two courses required for students for whom English is a second language. The MAP requirement for NYU undergraduates is fulfilled with this course and International Writing Workshop I.
Provides advanced instruction in analyzing and interpreting written texts from a variety of academic disciplines, the use of written texts as evidence, the development of ideas, and the writing of argumentative essays through a process of inquiry and reflection. Stresses analysis, revision, inquiry, and collaborative learning. Discusses appropriate conventions in English grammar and style as part of instructor feedback.

Prose Writing I
V40.0005 4 credits.
Corequisite: Prose Writing Workshop, E79.0631. Open only to students in the HEOP or C-Step program, for which V40.0005, V40.0006, and passing the Proficiency Examination fulfill the CAS expository writing requirement.
Stresses principles of organization and standards of clarity and coherence. Students receive the practical assistance needed to formulate a topic, select and organize subtopics, and write orderly and clear expository essays. Effectiveness of expression through the study of expository styles (narration, description, definition, causal analysis, analogy, comparison, and contrast); exposure to logical modes of thinking; and the writing of full-length essays in these expository modes. Emphasis is on developing editing skills. Essay material addresses a range of contemporary and debatable issues designed to pique analytical thinking.

Prose Writing II
V40.0006 4 credits.
Corequisite: Prose Writing Workshop, E79.0631. Open only to students in the HEOP or C-Step program.
Emphasis is on composing deductive and inductive arguments and essays of persuasion. Critical analysis of student essays and selected readings develop the ability to apply expository modes to the writing of formal arguments. Stresses a logical mode of reasoning, the analysis and appropriate use of evidence, and the critical assessment of logic and flaws in logic. Emphasizes a clear sense of style and purpose. The Proficiency Examination must be taken at the end of the course; those failing are required to pass V40.0015.

Foundations of Contemporary Culture
(8 Credits)
Students are required to take two courses from the Morse Academic Plan (MAP) in contemporary culture including Conversations of the West and World Cultures.

Conversations of the West
V55.04XX 4 credits. Fall and spring.
Through exploration of contrasting and complementary works in the humanities from different periods, Conversations of the West provides a historical, literary, and philosophical context for education in the liberal arts. Students may choose from four tracks: (1) Antiquity and the Middle Ages, (2) Antiquity and the Renaissance, (3) Antiquity and the Enlightenment, and (4) Antiquity and the 19th Century. In each case, the classes begin with works from some of the ancient civilizations that have shaped the development of cultures in the West. Typically, the classes have the following readings in common: the books of Genesis and Exodus from the Hebrew Scriptures; the Gospel According to Luke and Acts of the Apostles from the Christian New Testament; a Platonic dialogue and a Sophoclean or Euripidean tragedy; Virgil’s Aeneid; and Augustine’s Confessions. In the second half of the courses, the themes and ideas emerging from these texts are followed as they are maintained, reinterpreted, or disputed by later thinkers.

Conversations of the West courses are not surveys but, rather, examinations of how texts influence subsequent thinking, create traditions, and reflect societal ideals. The courses thus aim to provide a richer understanding of how cultures are constructed, modified, and represented.

World Cultures
V55.03XX 4 credits. Fall and spring.
The World Cultures courses introduce students to the ways in which cultural traditions are created and the ways in which cultures define themselves against internal and external alternatives. These courses introduce students to the methods and problems of cultural studies. Like Conversations of the West, World Cultures is not intended as a set of historical surveys. Each course is designed to examine the challenges of “translation”—of appreciating cultural traditions other than one’s own; to introduce students to the major texts, artifacts, and values of another cultural tradition; and to develop a sense of the diversity and similarity of the ways in which people in different cultural traditions understand, experience, and imagine their lives.
Foundations of Scientific Inquiry: Natural Science (4 Credits)

Students choose one course from the Morse Academic Plan (MAP) Natural Science I or II area or any course from biology, chemistry, physics, or earth science, provided prerequisites have been met. Detailed descriptions of each year’s course offerings may be found in the Morse Academic Plan brochure, published annually as a supplement.

Natural Science I

Scientific knowledge has its basis in our natural curiosity about the world around us and our place in it. These courses approach the physical sciences with the intent of asking and trying to answer interesting questions, dealing with topics ranging from the origin of our universe and planet to how human activity affects our environment. Students consider the important roles played by laws of physics and chemistry in biology, earth and environmental sciences, astrophysics, and cosmology and develop an understanding of how the physical sciences inform the natural sciences generally. Mathematics is introduced in each course, with frequent applications to the subject matter. Predictions that can be made only with the use of mathematics are clearly delineated, showing the powerful role it plays in our understanding of the universe. Wherever possible, the courses relate science to societal problems and develop a historical perspective.

Natural Science II

The complexity of the biological realm continues to fascinate and challenge modern scientists, who are currently engaged in such diverse pursuits as exploring the organization and function of the brain, reconstructing the origin of the human species, linking the multiplicity of interactions in ecosystems, and deciphering the influence of heredity on complex traits. The courses in Natural Science II take a nontraditional approach to the life sciences, with an emphasis on approaching science as a dynamic process of investigation and discovery. Each course selects a broad theme that is at the forefront of contemporary research, and then uses specific questions and examples to introduce students to the methodology of scientific inquiry, the critical evaluation of results, and the mathematical tools used to quantify scientific information.

Business Studies Core

Principles of Financial Accounting
C10.0001 4 credits. Fall and spring. Prerequisite: one semester of course work at NYU.
Develops students’ abilities to understand business transactions and financial statements and to determine the most appropriate financial measures for those events. Investigates the underlying rationale for accounting practices and assesses their effectiveness in providing useful information for decision making. Emphasis is placed on accounting practices that purport to portray corporate financial position, operating results, cash flows, manager performance, and financial strength.

Principles of Managerial Accounting
C10.0002 2 credits. Fall and spring. Prerequisite: C10.0001 and sophomore standing.
Introduces students to the evolving role that managerial accounting has played and is expected to play in servicing the informational needs of managers in the planning, organizing, and controlling functions. Highlights the attention-directing, decision-support, and decision-influencing roles of management accounting. Helps students become proficient in structuring business decisions systematically and identifying the information relevant to a decision. Trains students to think systematically about improving existing systems to further a firm’s competitive advantage.

Foundations of Financial Markets
C15.0002 4 credits. Fall, spring, and summer. Prerequisites: C22.0103, C30.0001, and sophomore standing. Corequisite: C10.0001.
A rigorous course developing the basic concepts and tools of modern finance. Basic concepts of return and risk are explored in detail with a view to understanding how financial markets work and how different kinds of financial instruments are valued. These instruments—including equities, fixed income securities, options, and other derivative securities—become vehicles for exploring various financial markets and the utilization of these markets by managers in different kinds of financial institutions to enhance return and manage risk. The course includes a segment on the use and application of computer-based quantitative technology for financial modeling purposes.

Information Technology in Business and Society
C20.0001 4 credits. Fall and spring. Provides the background necessary to make decisions about computer-based information systems and to be an “end-user.” Two major parts of the course are (1) hands-on experience on personal computers and (2) information systems management. Group and individual computer assignments expose students to electronic spreadsheet analysis and database management on a personal computer. Management aspects focus on understanding computer technology, systems analysis and design, and control of information processing by managers.

Statistics for Business Control and Regression and Forecasting Models
C22.0103 6 credits. Fall, spring, and summer. Prerequisite: V63.0121.
Combines both Statistics for Business Control (4 credits) and Regression and Forecasting Models (2 credits) into a single 6-credit course. This 6-credit course is recommended.

Statistics for Business Control
C22.0001 4 credits. Fall and spring. Prerequisite: V63.0121.
Modern statistical methods as a basis for decision making in the face of uncertainty. Topics include probability theory, discrete and continuous distributions, hypothesis testing, estimation, and statistical quality control. With the aid of a computer, these statistical methods are used to analyze data.

Regression and Forecasting Models
C22.0003 2 credits. Fall and spring. Prerequisite: C22.0001 or equivalent. Required of students who have passed the statistics proficiency examination.
An introduction to statistical models and their applications to decision making. Topics include the simple linear regression model, inference in regression analysis, sensitivity analysis, multiple regression analysis, introduction to time series analysis, and exponential smoothing.
Management and Organizational Analysis
C50.0001 4 credits. Fall and spring.
Prerequisite: sophomore standing.
This course addresses contemporary management challenges stemming from changing organizational structures, complex environmental conditions, new technological developments, and increasingly diverse workforces. It highlights critical management issues involved in planning, organizing, controlling, and leading an organization. Ultimately, this course aims to strengthen students’ managerial potential by providing general frameworks for analyzing, diagnosing, and responding to both fundamental and complex organizational situations. It also provides opportunities for students to enhance their communication and interpersonal skills, which are essential to effective management. The structure of the course encourages learning at multiple levels: through in-class lectures, exercises, and discussions; in small teams carrying out projects; and in individual reading, study, and analysis.

Introduction to Marketing
C55.0001 4 credits. Fall, spring, and summer.
Prerequisite: sophomore standing. Evaluates, from the management point of view, marketing as a system for the satisfaction of human wants and a catalyst of business activity. Deals with the subject at all levels from producer to consumer and emphasizes the planning required for the efficient use of marketing tools in the development and expansion of markets. Concentrates on the principles, functions, and tools of marketing, including quantitative methods. Utilizes cases to develop a problem-solving ability in dealing with specific areas.

Social Impact Core
The Advanced College Essay: Business and Its Publics
V40.0115 and C40.0001. 4 credits.
All students registering for V40.0115 must also register for C40.0001, Business and Its Publics. Prerequisite: Writing the Essay (V40.0100). Exemptions are allowed only for students completing the sequence at the American Language Institute or in the Higher Education Opportunities Program (V40.0003,0004 and V40.0009 or V40.0005,0006, respectively). This course is for freshmen only.
This is a required course for students at Stern who have not completed an equivalent course at another college. It provides advanced instruction in analyzing and interpreting written texts from a variety of academic disciplines, the use of written texts as evidence, the development of ideas, and the writing of argumentative essays. It stresses analysis, argument, reflection, revision, and collaborative learning. The course is tailored for students at Stern, so readings and essay writing focus on issues that are pertinent to business. This course combines a lecture series with small group discussion sections to introduce students to the many interconnections between business, society, markets, politics, art, culture and life.

Organizational Communication
C65.0001 4 credits. Fall and spring.
Prerequisite: sophomore standing. Students learn how to increase their communication effectiveness for business and professional goals. During the semester, students focus on the strategic implications of communication in modern organizations. A variety of assignments are given to stress the following communication competencies:
- Written, spoken, and nonverbal communication basics for business
- Communication strategies for a variety of business tasks
- Informal and formal interview situations
- Informative, persuasive, and collaborative presentations
- Communication techniques for projects
Students regularly receive personal feedback about their writing and their oral presentations from instructors.

Legal Aspects of Business
C10.0006 4 credits. Fall and spring.
Prerequisite: junior standing. Every professional businessperson must be aware of how legal systems work and affect business decisions. Furthermore, the interaction between law and business is multidimensional, involving international, ethical, and technological considerations. In this course, students examine how key areas of business law, including contracts, torts, and business organizations, influence the structure of business relationships. Students actively participate in legal studies designed to enhance business skills such as analytical thinking, written communication, oral presentation, conflict resolution, and teamwork problem solving.

Professional Responsibility and Leadership
C40.0012 2 credits. Prerequisite: senior standing.
This required course is designed to help students consider the purpose and function of business in society and the ways in which a business profession is incorporated into a successful human life. Cases in the course cover a wide range of business and leadership situations, both domestic and international, and specific readings survey domestic and international business ethics as well as current ideas in leadership.
Specialization Courses

Students complete a specialization consisting of 12 to 23 credits of course work to complete a major, as well as courses in International Business.

Economics of Global Business
C30.0011 3 credits. Fall.
Prerequisites: V31.0001 and V31.0002 or C30.0001 and junior standing.
This course examines the forces driving toward globalization—the integration of national business activities into globally competitive markets. International trade is a key driver of global integration. The role of comparative advantage as a determinant of the location of production is examined. Also examined are the reasons for and effects of government policies that create impediments to international trade. The second part of the course surveys the role of money and finance in global economic activity. The role of exchange rates as key variables in global finance is introduced. Also examined is the role of government policies toward the foreign exchange market, including the choice between fixed and floating exchange rates, and the use of exchange controls to create impediments to currency exchanges. The course also introduces the concept of foreign direct investment and discusses the rising importance of multinational corporations.

International Studies Program
C50.0011 3 credits. Spring.
Prerequisites: C30.0011 and junior standing.
The International Studies Program (ISP) builds on the historical and cultural courses of the first two years of undergraduate study and on Economics of Global Business (C30.0011). Working in teams, students carry out an in-depth study of a company located in a foreign country. This study consists of three parts: (1) a written proposal; (2) research and data collection from secondary sources, augmented by primary research on-site in the foreign country during the spring semester break; and (3) preparation of a final report and oral presentation of findings. Teamwork as well as written and oral presentation skills are an integral part of the ISP. Students develop techniques for structuring and analyzing global business problems, while gaining insights into how national economic and cultural factors impact business.

Elective Courses

Elective courses are an opportunity for students to expand their horizons—they may be used to earn a CAS minor, study abroad, or pursue a second Stern major.

Program Electives
20 credits.
Electives earned in the College of Arts and Science or at Stern.

Breadth Electives
20 credits.
Electives earned in the College of Arts and Science, the Steinhardt School of Education, and/or the Tisch School of the Arts.