Leonard N. Stern
School of Business

Bachelor of Science
Degree Program
Bachelor of Science Degree Program

The Stern School of Business provides a B.S. program that finely balances depth and breadth, relevance, and rigor. The Stern undergraduate is educated to lead and prepared to perform.

Since its founding, Stern has stressed liberal arts as the educational cornerstone for business professionals. That emphasis continues today. Critical and analytical thinking, oral and written communication, a broad view of history and culture, an understanding of ethics and law, and an appreciation for the arts are ever more important in today’s global business environment.

The Stern experience fully integrates the liberal arts and a business education. Stern students take courses at the NYU College of Arts and Science throughout their four years, including the foundation courses of the innovative Morse Academic Plan (MAP). Rather than simply imparting to students some given body of information, the MAP seeks instead to introduce students to the modes of humanistic and scientific inquiry. Especially given the pace at which human knowledge is now expanding and the pace at which technology is changing, no fixed curriculum could hope to provide an adequate preparation for students today. Such courses as Conversations of the West, World Cultures, a Natural Science course, and Expository Writing provide further breadth in exposure to ideas.

**A Liberal Education**

**COMMUNICATIONS AND TEAMWORK**

Effective managers must know how to communicate both with their associates and with their public. The Stern student receives extensive training in writing, oral presentation, and teamwork. Students write papers and participate in case discussions from their very first week in the program. All student efforts, whether term papers, case analyses, presentations, or speeches, are evaluated for both managerial content and communication effectiveness.

The Stern communications faculty work with students, both individually and in groups, throughout their four years to develop each student’s talents. In Organizational Communication, students develop their potential in standard modes of business discourse and presentation. Team projects provide students with the opportunity to practice what they learn. The Creativity Workshop sharpens skills in conceptualizing and communicating outside the box. The Professional Skills Workshop further enhances students’ ability to work effectively in the professional world.

**GLOBAL PYRAMID**

The Stern experience is designed to broaden each student’s view of the world. All students take the international business sequence of World Cultures and Global Business Environment culminating in the International Study Project, an extensive study of a country or region that requires the student to observe and analyze foreign business practices firsthand. Students are strongly encouraged to consider spending one term studying abroad, either at one of the 16 International Business Exchange (IBEX) Program business schools that maintain exchange programs with Stern or through one of the many options offered through New York University.

**MEETING RESPONSIBILITIES**

Effective professionals must see business in the context of ethics, society, culture, and law. The Stern experience develops this perspective beginning with Business and Its Publics, an expository writing and critical thinking course that brings business leaders, writers, artists, politicians, and others onto campus to share their views with students. This is followed by the courses World Cultures, Legal Aspects of Business, and Professional Responsibility and Leadership. Together, these core courses integrate market-based thinking with ethical, legal, and humanistic concerns.

**PROFESSIONAL TRAINING**

The Stern student is trained to work effectively upon graduation. The eight majors in the school—accounting, actuarial science, economics, finance, information systems, management, marketing, and statistics—as well as the optional comajor in international business, provide the student with a range and depth of skills that ensure his or her professional competence and market value. These are further developed in the uniquely broad range of internships and student professional development opportunities found in the New York City economy, and coordinated through the University’s Office of Career Services. This extraordinary level of training and experience is reflected in the fact that virtually all Stern graduates are placed.

**UNPARALLELED OPTIONS**

Through its connections to the College of Arts and Science, the Tisch School of the Arts, and other schools of NYU, and through the interest and expertise of its 200 outstanding faculty, the Stern School offers each student an unparalleled opportunity to develop his or her potential as a business professional.
The Bachelor of Science Degree Program in business consists of a minimum of 128 points. The program is a carefully integrated combination of general education and business studies.

General education studies include traditional liberal arts courses as well as MAP courses offered by the University’s College of Arts and Science. The general education requirements and electives provide a broad foundation for business studies courses. Business studies courses are those that are related to a specific professional career. These courses are offered by the Undergraduate College of the Leonard N. Stern School of Business. Business studies consist of requirements common to all Stern students and department core requirements in the student’s chosen major.

Additional free elective course work in liberal arts or business studies completes a student’s degree requirements. General education and business studies consist of both requirements and electives. Requirements are specified courses that students must take. Students have a choice in the selection of electives and may take courses that suit their individual interests.

The curriculum is a full-time course of studies. Students usually earn 16-18 points in each of the fall and spring semesters and complete their degree requirements in four calendar years, unless accelerated.

GENERAL EDUCATION REQUIREMENTS

Required general education courses for all majors are as follows:

V31.0001 Economic Principles I
V31.0002 Economic Principles II
V40.0100 1 Writing the Essay
V40.0115 2 and C40.0001 The Advanced College Essay: Business and Its Publics
C40.0010 Professional Skills Workshop
C40.0011 Creativity Workshop
C65.0001 Organizational Communication
V63.0017 Algebra and Calculus with Applications to Business and Economics
Choose one course from Natural Science I (V55.02XX) 3 or any course from biology, chemistry, physics, and earth science provided prerequisites have been met.
Choose one Conversations of the West course (V55.04XX). 3

Choose one World Cultures course (V55.05XX). 4
C20.0001 Computer-Based Systems for Management Support
C22.0103 Statistics for Business Control and Regression and Forecasting Models

ELECTIVES

Stern students are required to take between 17 and 32 points of elective credit, depending on their major.* The elective requirement allows students to consider fulfilling a minor at the College of Arts and Science, a second major at Stern, or simply courses for personal enrichment. Most Stern programs require that students complete a minimum of 18 points of liberal arts taken either from the College of Arts and Science (“V” courses) and/or in the Steinhardt School of Education Department of Speech and Interpersonal Communication (“E21” courses). Students may take their remaining elective courses at the Stern School of Business, the College of Arts and Science, the Steinhardt School of Education, or the Tisch School of the Arts. However, no more than 16 total points of credit may be taken at Steinhardt (“E” courses) or Tisch (“H”) courses combined. See the Approved Elective Courses form for departmental restrictions. This form can be obtained in the Office of Advising and Students Services.

* Students are encouraged to consult the curriculum record that corresponds to their primary major to determine their specific elective credit requirement.

BUSINESS STUDIES REQUIREMENTS

The required business studies courses for most majors are as follows:

C10.0001 Principles of Financial Accounting
C10.0002 Principles of Managerial Accounting
C50.0001 Management and Organizational Analysis
C10.0006 Legal Aspects of Business
C40.0012 Professional Responsibility and Leadership
C45.0011 Global Business Environment
C45.0100 International Study Project
C55.0001 Introduction to Marketing

Choose one of the following:
C40.0250 Business Policy
C40.0251 New Venture Product Development
C40.0252 Management Consulting Project

Department Core

Students complete a major department core consisting of 12-25 points of course work.

MAJORS AND COMAJORS

The Undergraduate College of the Stern School of Business offers eight majors and one comajor. Majors, together with requirements and courses, are described within individual sections of this bulletin. Students should consult their adviser at the Office of Academic Advising and Student Services to determine exact course sequence and selection of electives. Pre-law students should consult with the pre-law adviser.

SELECTION OF MAJOR OR DOUBLE MAJOR

Students are encouraged to declare a major by the end of their sophomore year. When considering a double major, students should be aware that the degree requirements may exceed 128 points, possibly affecting financial aid. Those who have questions about specific majors or double major possibilities or who require help in making this decision should see their adviser at the Office of Academic Advising and Student Services or the respective undergraduate program coordinator.

Students make a formal declaration of a major by completing a Selection of Major form. The form is available at the Office of Academic Advising and Student Services.

MINORS IN THE LIBERAL ARTS

Stern School of Business students may declare a minor in departments or programs offered through the College of Arts and Science (CAS). They may declare a minor in any department except economics.

In order to declare a minor, students must file a Selection of Minor form at the Office of Academic Advising and Student Services. Each department or program at CAS has specific requirements for fulfilling the
COURSE SEQUENCE

Freshmen (students with fewer than 32 points) may only register for liberal arts "V" courses except for C20.0001, Computer-Based Systems for Management Support, C40.0001, Business and Its Publics, and C10.0001, Financial Accounting, in their second semester.

Sophomores (students with 32-63 points) may register for any economics, information systems, or statistics and actuarial science courses for which they have prerequisites, as well as the following "C" courses:

- C10.0001 Principles of Financial Accounting
- C10.0002 Managerial Accounting
- C15.0002 Foundations of Financial Markets
- C22.0103 Statistics for Business Control and Regression and Forecasting Models
- C50.0001 Management and Organizational Analysis
- C55.0001 Introduction to Marketing

Juniors (students with 64 to 95 points) may register for any "C" course for which they have the prerequisites.

Students are not permitted to take lower-level courses after they have taken more advanced course work in the same department. For example, a student cannot take V63.0009, Precalculus Mathematics, after having taken V63.0017, Algebra and Calculus with Applications to Business and Economics.

COURSE RESTRICTIONS

With the exception of CPA accounting and finance majors, students may take no more than 18 points of advanced course work in any Stern department excluding introductory courses. CPA accounting majors may take no more than the requirements for the department core. Finance majors may take no more than 15 points of advanced finance course work. For liberal arts course work, the limit is 20 points of course work in any one area. Students are limited to 16 points of applied art course work. Course work at Tisch School of the Arts and the Steinhardt School of Education is considered applied art course work.
Economic Principles I
V31.0001 4 points.
Introduction to the American economy, elements of supply and demand, and basic macroeconomic principles. Includes national income and employment; money, banking, and inflation; business fluctuations; monetary and fiscal policy; the balance of payments; and comparative economic systems.

Economic Principles II
V31.0002 4 points.
Basic microeconomic principles: applications of supply and demand analysis, theory of the firm under perfect and imperfect competition, theory and policy issues in income distribution, economic growth, and problems in international trade.

Writing the Essay
V40.0100 4 points.
Required of all freshmen and of all transfer students who have not completed an equivalent course at another college. 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 is a required course in expository writing for College of Arts and Science, Stern, and Steinhardt School of Education students; it is the foundational writing course. It provides instruction and practice in critical reading, creative thinking, and clear writing. It 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. The course stresses exploration, inquiry, reflection, analysis, revision, and collaborative learning.

International Writing Workshop: Introduction
V40.0005 4 points.
The first in a sequence of three courses required for and limited to qualified students for whom English is a second language. Such students may fulfill their expository requirement by taking these three courses and passing the Proficiency Examination. Students failing the examination must pass V40.0013, Writing Tutorial. Permission to register for this course is based on tests given at the American Language Institute. (See Applicants with International Credentials, page 72, for a complete description.)

The first of three terms concentrating on expository prose. Provides practical instruction in the roles of writer and audience. Introduces the concept of point of view in the generation of effective writing and the role of formal and informal writing in shaping thought. Stresses revision and exploration of appropriate conventions in English grammar and style. Uses discussion and debate to promote fluency in thinking, speaking, and writing clearly.

International Writing Workshop I
V40.0004 4 points.
Prerequisite: V40.0003. The second in a sequence of three courses required for and limited to qualified students for whom English is a second language.
The second of three terms concentrating on expository prose. Through readings and class activities, the student develops the ability to read critically, analyze texts, articulate responses, and generate valid arguments. Writing assignments lead to final papers in which students analyze the positions of several authors on a single subject and write a critical response. Incorporates instruction in revision, grammar, and editing.

International Writing Workshop II: Business and Its Publics
V40.0009 and C40.0001-0004 4 points.
All students registering for V40.0009 must also register for C40.0001, Business and Its Publics. The last in a sequence of three courses required for and limited to qualified students for whom English is a second language.

This intensive writing course seeks to further develop the writing skills students worked on in International Writing Workshop I, but seeks to do this by focusing students’ attention on important business issues of our time. (Refer to V40.0115 course description.) The Writing Proficiency Examination is given at the end of this course; those failing this examination must pass V40.0013, Writing Tutorial.

Writing Proficiency Examination
Students must receive credit for both V40.0100, Writing the Essay, and V40.0115, Advanced College Essay: Business and Its Publics (or for qualified international students, V40.0005, International Writing Workshop Introduction; V40.0004, International Writing Workshop I; and V40.0009, International Writing Workshop II). In addition, all students must demonstrate proficiency in expository writing, which is satisfied through achieving a minimum grade of C in V40.0100, Writing the Essay.

Internal transfer students from other NYU divisions should have satisfied the proficiency requirement through achieving a minimum grade of C in a corresponding writing course completed through their previous division.

Otherwise, external transfer students who receive credit toward both semesters of expository writing must complete a proficiency examination, administered by the Expository Writing Center in the months of May, August, and December. In order to graduate, the student must receive a passing score on the examination. Any student who fails the test must instead register for V40.0013, Writing Tutorial (4 points), for graduation. Any student who fails this course must repeat it until a passing grade is earned. The course is also available for other students as space permits. In particular, the tutorial course provides intensive individual lessons in the practice of writing. For more information, contact the Expository Writing Center, 269 Mercer Street, 212-998-8860.

Business Proficiency Examinations
All transfer credits received in each of the following subjects are designated as elective only, pending completion of a multiple-choice proficiency examination in the subject: marketing, finance, and statistics. If the student obtains a passing score, the credit is redistributed to fulfill the appropriate requirement in the degree program (C55.0001, Introduction to Marketing; C15.0002, Foundations of Financial Markets; or C22.0001, Statistics for Business Control). If the student fails the proficiency examination, the transfer course remains as elective credit, and the student must satisfy the introductory requirement at Stern. Only students with introductory courses in these subjects from a previous institution are eligible for proficiency examinations (except for students with scores of 4 or 5 on the AP examination in statistics). All proficiency exams are administered by the Office of Undergraduate Advising and Student Services.

Writing Tutorial
V40.0013 4 points.
Offered on a pass/fail basis only. Required of all students who fail the Writing Proficiency Examination. Students who fail this course must repeat it. Open to other interested students as space permits. Writing Tutorial offers intensive individual work in the practice of expository writing.

Professional Skills Workshop
C40.0010 Noncredit.
A required interactive workshop designed to sensitize students to professional business conduct. Class sessions focus on business etiquette.
including appearance, dress and grooming, conversational skills, business entertaining, and international travel.

Creativity Workshop
C40.0011 Noncredit.
This required course for all undergraduate students provides the structure and processes for developing creative techniques. The course is taught with lectures, readings, films, and class participation. It focuses on applications of creativity to business and lifestyle issues. Active role playing and individual and team activity are integral components of this course.

Organizational Communication
C65.0001 4 points. 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 required junior- and senior-year projects.

Students regularly receive personal feedback about their writing and their oral presentations from instructors and staff.

MATHEMATICS (4 POINTS)
In most majors, students are required to take V63.0017, Algebra and Calculus with Applications to Business and Economics, its equivalent, or higher-level courses. However, actuarial science majors are required to take V63.0121, Calculus I, if and only if V63.0121 is taken before V63.0121.

Calculus I
V63.0121 4 points.
Prerequisite: V63.0009, Precalculus Mathematics, or three years of high school mathematics. Students may be required to sit for a proficiency exam to assess their readiness for this course. A student will receive credit for both V63.0017 and V63.0121, Calculus I, if and only if V63.0017 is taken before V63.0121. Fall and spring.


Algebra and Calculus with Applications to Business and Economics
V63.0017 4 points.
Prerequisite: V63.0009, Precalculus Mathematics, or three years of high school mathematics. Students may be required to sit for a proficiency exam to assess their readiness for this course. A student will receive credit for both V63.0017 and V63.0121, Calculus I, if and only if V63.0017 is taken before V63.0121. Fall and spring.


NATURAL SCIENCE (4 POINTS)
Students choose one course from the following Morse Academic Plan (MAP) area or any course from biology, chemistry, physics, or earth science provided prerequisites have been met.

Natural Science I
V55.02XX 4 points. Fall and spring.
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. The physical sciences are the foundation of the natural sciences. The laws of physics and chemistry play important roles in biology, the earth and environmental sciences, astrophysics, and cosmology. 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 that mathematics has played in our understanding of the universe. Wherever possible, these courses try to relate science to societal problems and develop a historical perspective.

Conversations of the West
V55.04XX 4 points. Fall and spring.
Through the study of contrasting and complementary works in the humanities from different periods, this course provides a historical, literary, and philosophical context for the study of the liberal arts. Students may choose from four tracks: Antiquity and the Middle Ages, Antiquity and the Renaissance, Antiquity and the Enlightenment, and Antiquity and the 19th Century. In each case, the classes share a concern with 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, Vergil’s Aeneid, and Augustine’s Confessions. In the second half of the course, the themes and ideas emerging from these texts are followed as they are maintained, developed, or rejected by later thinkers.
Conversations of the West is not a survey, but rather an examination of how texts influence subsequent thinking, create traditions, and reflect societal ideals. Conversations of the West thus aims to provide a richer understanding of how cultures are constructed, modified, and represented.

World Cultures
V53.03XX 4 points. Fall and spring.
The World Cultures courses introduce students to the ways in which a cultural tradition is created and the ways in which a culture defines itself 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 similarities of the ways in which people in different cultural traditions understand, experience, and imagine their lives.

Business Policy
C40.0250 4 points. Fall and spring.
Prerequisites: C15.0002, C50.0001, C53.0001, and senior standing.
Why are some firms more successful than others? This is the fundamental question of strategy. This course analyzes the sources of competitive success among firms and develops the knowledge and skills necessary to be an effective strategy analyst, be it as a manager, a management consultant, or an investment banker. Students tackle the complexity of analyzing the business enterprise in this era of globalizing and changing firm boundaries and of assessing strategy under increasing uncertainty. Students not only develop strategic thinking by learning and applying the concepts, tools of strategic analysis, but also build communication and teamwork skills. Heavy use is made of case analysis. The course assumes familiarity with the major functions and disciplines of business, including accounting, economics, finance, management, manufacturing, marketing, and quantitative analysis.

New Venture Product Development
C40.0251 4 points. Fall and spring.
Prerequisites: C15.0002, C50.0001, C53.0001, and senior standing.
This course focuses on the creation or start-up of a new company or nonprofit organization. Particular emphasis is placed on the actual developing of new products or services; testing at several stages of the new product development process; gaining initial customers; gaining distribution; obtaining financial support; and managing the new organization. This is a hands-on course that encourages students to actually develop some new product ideas and prototypes; conduct various types of market research; and write initial business plans. Talks are given by guest speakers who have started new firms or developed new products.

Management Consulting Project
C40.0252 4 points. Fall and spring.
Prerequisites: C15.0002, C50.0001, C53.0001, and senior standing.
In companies both large and small, knowledge and information are critical components of competitive advantage. Consultants provide companies facing rapidly changing environments with an important means of developing, acquiring, and processing much needed know-how. Increasingly, then, consultants are a vital strategic weapon that companies rely on to improve their competitiveness in a world characterized by the technological changes, strategic consolidations, and growing interdependencies. Management consultants provide wide-ranging advice to managers at all levels and across most functions, including strategic planning, marketing, technology, organization, finance, and human resources. Although many consultants work as independent entrepreneurs, the most prominent corporate advisers work in either large consulting firms such as McKinsey, Booz-Allen, and Anderson Consulting, or as internal staff consultants inside public companies like AT&T and General Motors. Some of these public companies have even created rapidly growing consulting groups of their own—witness the rapid growth of the IBM Consulting Group and the consulting arms of the major accounting firms. The purpose of this capstone course is to introduce students to the art, practice, and problems of management consulting. It is designed to help students build three sets of skills: (1) conceptual skills—how to frame problems and diagnose complex situations; (2) analytical skills—how to apply appropriate functional knowledge; and (3) technical skills—how to develop and execute project proposals with clients. Throughout the course, a wide selection of readings, cases, team projects, and speakers are drawn on to shed light on the complex roles that consultants play in enhancing the effectiveness of the clients. In particular, knowledge from fields of strategy, organization, and change are relied on to frame problem discussions, analyze practical problems, and organize reports.

Computer-Based Systems for Management Support
C20.0001 4 points. Fall and spring.
Prerequisites: V63.0017 or V63.0121, and sophomore standing.
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 points. Fall, spring, and summer.
Prerequisites: V63.0017 or V63.0121, and sophomore standing.
Combines both Statistics for Business Control (4 points) and Regression and Forecasting Models (2 points) into a single 6-point course. This 6-point course is recommended.

Regression and Forecasting Models
C22.0003 2 points. Spring only.
Prerequisite: C22.0001 or equivalent.
Required of transfer students who have passed the statistics proficiency exam. 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.

Note: Students may choose to take the single course C22.0103, Statistics for Business Control and Regression and Forecasting Models, or the two courses C22.0001, Statistics for Business Control, and C22.0003, Regression and Forecasting Models.
MARKETS, ETHICS, AND LAW PROGRAM

The purpose of the Markets, Ethics, and Law (MEL) Program is to ensure that every Stern student graduates with a strong understanding of his or her responsibilities as a business professional and with a keen appreciation for the role of ethics and law in creating and maintaining efficient markets and best business practices.

The focus of the Markets, Ethics, and Law Program is necessarily interdisciplinary: It challenges students to look beyond their functional expertise and understand how their work affects the broader issues of a firm’s performance, culture, and capital structure, as well as market creation, function, and regulation.

Course work for the Markets, Ethics, and Law Program draws on ideas from many academic disciplines including accounting, economics, finance, law, marketing, and philosophy. Course cases and problems require students to integrate theory from these fields to arrive at balanced and well-considered judgments about complex business situations.

All courses and events for the program are designed to leverage Stern’s New York City location through both the outstanding adjunct professors who teach in the program as well as through the broad range of guest speakers who visit individual classes.

For more information, contact Professor Bruce Buchanan Director, Markets, Ethics, and Law Program Tisch Hall 40 West Fourth Street, Suite 304 New York, NY 10012-1106 Telephone: 212-998-0530 Fax: 212-995-4230 E-mail: bbuchana@stern.nyu.edu

Courses

The Advanced College Essay: Business and Its Publics V40.0115 and C40.0001 4 points. 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. The course follows Writing the Essay (V40.0100). 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.

Professional Responsibility and Leadership C40.0012 2 points. 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.