



Yeshiva University

**Addendum to the Sy Syms School of
Business 2024-2026 Academic Catalog**

Addendum to the Sy Syms School of Business Academic Catalog 2024-2026

This document serves as an addendum to the Sy Syms School of Business 2024-2026 Academic Catalog. This addendum replaces the original General Education, Jewish Studies, Major, and Minor academic program requirements as of July 1, 2025. Students are responsible for reviewing and adhering to the policies, procedures, and requirements outlined in this addendum and the most current Academic Catalog. This addendum is subject to further revision as necessary and applicable regulations set forth by Yeshiva University and the New York State Education Department (NYSED).

Table of Contents

Sy Syms School of Business.....	2
Sy Syms Beren Campus	3
Sy Syms Wilf Campus	5
Programs of Study Majors and Minors	7
Accounting, BS	8
Accounting Minor	9
Business Analytics, BS.....	10
Business Analytics Minor	11
Business Minor.....	12
Finance, BS	13
Finance Minor	14
Marketing, BS	15
Marketing Minor	16
Real Estate Minor.....	17
Strategy and Entrepreneurship, BS.....	18
Strategy and Entrepreneurship Minor	19

Sy Syms School of Business

The Sy Syms School of Business provides students with a strong foundation in analytical thinking, disciplined decision-making, and ethical leadership. Its programs combine professional preparation with a broad liberal arts education, ensuring graduates are equipped for success in a competitive global marketplace. Majors include accounting, business analytics, finance, marketing, and strategy and entrepreneurship, all designed to develop both theoretical understanding and practical skills.

Jewish tradition serves as a guiding framework for exploring ethical issues, an integral component of the Sy Syms experience. All students also attend one of Yeshiva University's four schools of Jewish studies, complementing their business education with a values-based perspective. Courses are taught by distinguished faculty who bring expertise from both academic research and professional practice. The Sy Syms School of Business offers programs for men at the Wilf Campus and for women at the Beren Campus, attracting students from across the country and around the world. This diversity enriches classroom discussions and prepares students to thrive in an increasingly interconnected global economy.

The curriculum at Sy Syms School of Business includes general education, business core requirements, major requirements, and elective courses. Majors at Sy Syms lead to the degree of Bachelor of Science. Students consult advisors in the Academic Advising Center or the faculty in the major discipline regarding academic requirements. Minors may be taken by Stern College, Yeshiva College, and Sy Syms students.

Sy Syms Beren Campus

Overview

To earn a Bachelor of Science degree from the Sy Syms School of Business students must complete 128 credits including the foundation courses plus one set of major requirements. Residency Requirements: Business Core, Quantitative courses and 60% of major and minor courses must be taken at Sy Syms. Transfer students must complete a minimum of 60 credits and four full-time semesters on campus. All others must complete eight semesters on campus.

Requirements (76-79 credits)

Foundation Courses

Communication:

BUS 1010	Business Communication I	3
BUS 1020	Business Communication II	3

Quantitative Courses:

IDS 1010	Mathematics for Business	3
IDS 1131	Statistics for Business	3
IDS 1556	Regression Analysis and Visualization	3

Business Core:

ACC 1001	Accounting Principles I	3
ACC 1002	Accounting Principles II	3
BLW 2021	Ethical and Legal Environment in Business	3
ENT 1020	Principles of Strategy	3
FIN 1001	Principles of Finance	3
IDS 1015	Spreadsheet 101	1
IDS 1020	Principles of Business Analytics	3
MAR 1001	Principles of Marketing	3

General Education

Humanities

Complete two (3 credit) courses from ARTS, MUSI, ENGL, HIST, PHIL, JHIS, JPHI	6
---	---

Social and Natural Sciences:

ECON 1010	Principles of Economics	3
	Complete one course from BIOL, CHEM, PHYS, POLI, PSYC, SCIE, SOCI	

General Elective

Complete one (3 credit) course	3
--------------------------------	---

Jewish Studies Requirements (36 credits)

Jewish Studies Requirements for All Beren Students (Stern College and Sy Syms School of Business)

- All students must successfully complete a minimum of 36 credits of Jewish Studies.
- All students must successfully complete a minimum of 18 Jewish Studies courses.

- Up to two of these courses may be Hebrew language courses.
 - Two Hebrew language courses may be satisfied through successful completion (85 or above) of the Jerusalem Hebrew Exam or Bagrut Certificate or a Category 5 score on YU's Hebrew Placement Exam; students are notified of their placement or exemption as described in the undergraduate Hebrew policy.
 - One Hebrew language course may be satisfied through placement in Categories 3 or 4 on YU's Hebrew Placement Exam; students are notified of their placement as described in the undergraduate Hebrew policy.
- All students must enroll in a minimum of 2 Jewish Studies courses per semester.
- All students must successfully complete a minimum of 2 credits in courses with the designation “fundamentals” in each of four categories (Bible, JUDS, Jewish History, Jewish Philosophy) on campus.
 - Students enrolled in Sy Syms School of Business must also successfully complete 4 credits (=2 courses) in the Syms Jewish Values Curriculum (Jewish Business Ethics/Jewish Public Policy).

Transfer Credit

- Students who receive a full year of credit for study in seminary/Israel may count 6 courses toward their Jewish Studies requirement; they may transfer in 12 Jewish Studies credits and 15 free elective credits for a total of 27 credits. (These “free elective credits” count towards the 128 needed for graduation, but *do not* fulfill a Jewish Studies or a General Education requirement.)
- Students who receive less than a full year of credit for study in Israel, those who stay for shana bet, transfer students, and other special cases receive a prorated number of credits.

P/N Policy

- Students may take up to 2 Jewish Studies courses as P/N.
- Courses required for the distribution, including Hebrew, may not be taken as P/N.

Hebrew Language

All students (except those exempt as indicated below) take the Hebrew placement exam to determine their Hebrew requirement. Depending on their performance on the placement exam, students will be placed into one of the following categories. They will be notified of their placement via email shortly after the placement exam.

Category 1: Beren students must complete a three-semester sequence, 2 credits per course: HEBR 1001 AND HEBR 1002 AND {BBLE 1405 OR 1410}.

Category 2: Students must complete HEBR 1010 and HEBR 1020 (synchronous or asynchronous). Students in this category complete their Hebrew requirements after they complete HEBR 1020. They are not required to take Hebrew 1030.

Category 3: Students must complete HEB 1030 (synchronous or asynchronous).

Category 4: Students must complete one advanced course:

- o HEBR 1211 or HEBR 1221 or HEBR 1240

Category 5: Exempt pending writing sample

Other exemptions: Bagrut certificate; Jerusalem Exam score of 85% or above

Sy Syms Wilf Campus

Overview

To earn a Bachelor of Science degree from the Sy Syms School of Business students must complete 128 credits including the foundation courses plus one set of major requirements. Residency Requirements: Business Core, Quantitative courses and 60% of major and minor courses must be taken at Sy Syms. Students who study in Israel for one year must complete at least 84 credits and six full-time semesters (post-Israel) at Yeshiva University. Transfer students must complete a minimum of 60 credits and four full-time semesters on campus. All others must complete eight semesters on campus.

Requirements (72-76 credits)

Foundation Courses

Communication

BUS 1010	Business Communication I	3
BUS 1020	Business Communication II	3

Quantitative Courses

IDS 1010	Mathematics for Business	3
IDS 1131	Statistics for Business	3
IDS 1556	Regression Analysis and Visualization	3

Business Core

ACC 1001	Accounting Principles I	3
ACC 1002	Accounting Principles II	3
BLW 2021	Ethical and Legal Environment in Business	3
ENT 1020	Principles of Strategy	3
FIN 1001	Principles of Finance	3
IDS 1015	Spreadsheet 101	1
IDS 1020	Principles of Business Analytics	3
MAR 1001	Principles of Marketing	3

General Education

Humanities

Complete two (3 credit) courses from ART, MUS, ENG, HIS, PHI, JHI, JPH	6
--	---

Social and Natural Sciences

ECO 1010	Principles of Economics	3
Complete one course from BIO, CHE, PHY, POL, PSY, SCI, SOC		

General Elective

Complete one (3 credit) course	3
--------------------------------	---

Jewish Studies Requirements

Hebrew Language

All students (except those exempt as indicated below) take the Hebrew placement exam to determine their Hebrew requirement. Depending on their performance on the placement exam, students will be placed into one of the following categories. They will be notified of their placement via email shortly after the placement exam.

Category 1: Wilf students in IBC, BMP, and MYP must complete the synchronous sections of HEB 1010 and HEB 1020. Students in this category will have satisfied their Hebrew language requirements upon completion of HEB 1020. They are not required to take HEB 1030.

IBC students can opt to take these as part of IBC or as part of their afternoon program.

Category 2: Students must complete HEB 1010 and HEB 1020 (synchronous or asynchronous). Students in this category will have satisfied their Hebrew language requirements upon completion of HEB 1020. They are not required to take HEB 1030.

Category 3: Students must complete HEB 1030 (synchronous or asynchronous).

Category 4: Students must complete one advanced course: HEB 1040.

Category 5: Exempt pending writing sample.

Other exemptions: Bagrut certificate; Jerusalem Exam score of 85% or above

Students in Wilf JSS do not take the main Hebrew placement exam. Rather, they are placed into tracked Hebrew courses within JSS, two-semester sequence, HEB 1203 and HEB 1204.

Complete one set of Jewish Studies Series requirements:

Jewish Studies Series for MYP, BMP and IBC

JUD 2620	Jewish Business Law	1 TO 4
JUD 2630	Jewish Public Policy	1 TO 4
JUD 2640	Practical Workplace Halachah	1 TO 4
	Choose one course in JUD (26xx)	

Jewish Studies Series for James Striar School (JSS)

JUD 2630	Jewish Public Policy	1 TO 4
JUD 2640	Practical Workplace Halachah	1 TO 4
	Complete one JUD (Chaburah) course	
	Complete one course from each subject area:	
	HAL, JHI	
	Complete two courses from each subject area:	
	JTH, TAN	

Programs of Study Majors and Minors

Accounting, BS

Overview

The Accounting major prepares students for a successful career in various sectors of the business world. The curriculum includes courses in intermediate accounting, management accounting, auditing, and taxation, providing a thorough understanding of accounting principles and practices. Students also gain hands-on experience through real-world projects and internships, which help develop practical skills essential for the accounting profession. The program emphasizes ethical decision-making and incorporates Jewish values, fostering a strong moral foundation for future business leaders.

Graduates are equipped with the knowledge and skills to excel in accounting departments, financial analysis, law firms, and investment banks. Additionally, students benefit from the extensive network of Yeshiva University alumni, who are employed in prestigious companies, government agencies, and financial institutions.

Degree Requirements

To earn the Bachelor of Science in Accounting, students must complete a minimum of 128 credits including Business Core and Major requirements, Sy Syms General Education and Jewish Studies requirements, and elective courses as needed.

Major Requirements (27 credits)

Core Courses

ACC 1101	Intermediate Accounting I	3
ACC 1102	Intermediate Accounting II	3
ACC 2403	Management Accounting	3
ACC 2625	Accounting Information Systems	3
ACC 3601	Principles of Auditing	3
TAX 2501	Federal Income Taxation	3

Electives

Complete three business courses	9
---------------------------------	---

Accounting Minor

Overview

The Accounting minor provides students with a solid foundation in key accounting principles and practices. The curriculum includes courses in financial accounting, managerial accounting, auditing, and taxation, equipping students with the skills to analyze financial statements, manage budgets, and ensure compliance with regulations. This minor complements various major fields of study, offering valuable insights for careers in finance, business management, and consulting.

Sy Syms Requirements (9 credits)

ACC 1101	Intermediate Accounting I	3
ACC 1102	Intermediate Accounting II	3
ACC 2403	Management Accounting	3

Stern and YC Requirements (18 credits)

ACC 1001	Accounting Principles I	3
ACC 1002	Accounting Principles II	3
ACC 1101	Intermediate Accounting I	3
ACC 1102	Intermediate Accounting II	3
FIN 1001	Principles of Finance	3
IDS 1010	Mathematics for Business	3

If student has AP calc, or Calc, take IDS 1131 Business Statistics instead of IDS 1010; if student has AP Stat or SCW/YC Stat, take business elective instead of IDS 1010.

Business Analytics, BS

Overview

The Business Analytics major provides students with a focused study of the analyzation and interpretation of complex data that enables organizations to make informed decisions. The curriculum includes courses in data visualization, statistical analysis, predictive modeling, and database management. Students learn to leverage data-driven insights to solve business problems, optimize performance, and drive strategic initiatives. The program emphasizes the development of technical proficiency and analytical thinking, preparing students for roles in business intelligence, consulting, and data analysis.

In addition to coursework, students gain practical experience through internships and real-world projects, enhancing their professional development. The program encourages interdisciplinary collaboration, allowing students to explore connections between business analytics and other fields such as finance, marketing, and information technology. Graduates will have acquired the knowledge and skills to pursue careers in various industries, including technology, healthcare, finance, and retail, where data-driven decision-making is crucial.

Degree Requirements

To earn the Bachelor of Science in Business Analytics, students must complete a minimum of 128 credits including Business Core and Major requirements, Sy Syms General Education and Jewish Studies requirements, and elective courses as needed.

Major Requirements (27 credits)

Core Courses

IDS 2030	Business Analytics and Programming	3
IDS 2550	Business Intelligence and Consumer Insight	3
IDS 2460	Data Management for Business Analytics	3
IDS 3000	Business Intelligence Capstone	3

Electives

Complete two IDS electives
And

Complete three business courses from a single
Sy Syms subject area
Or

Complete three courses from a combination of
Computer Science and IDS courses

Business Analytics Minor

Overview

The Business Analytics minor equips students with essential skills for analyzing and interpreting data to inform business decisions. The curriculum includes courses in data visualization, statistical analysis, predictive modeling, and database management. Students learn to leverage data-driven insights to solve complex business problems and optimize organizational performance. This minor complements various major fields of study, providing valuable skills for careers in business intelligence, consulting, and data analysis.

Sy Syms Requirements (9 credits)

Complete three upper-level IDS courses

Stern and YC Requirements (18 credits)

IDS 1010	Mathematics for Business	3
IDS 1020	Principles of Business Analytics	3
IDS 1131	Statistics for Business	3
IDS 1556	Regression Analysis and Visualization	3
IDS 2030	Business Analytics and Programming	3
IDS 2550	Business Intelligence and Consumer Insight	3
	Or	
IDS 2460	Data Management for Business Analytics	3

IDS 1010: If student has AP calc, or Calc, take additional business core or IDS elective.

IDS 1131: If student has AP stat or SCW/YC Stat, take either IDS 2460 or IDS 2550 instead.

Business Minor

Overview

The Business minor is designed for students from Stern College or Yeshiva College to gain foundational knowledge in various business disciplines. It is not open to Sy Syms School of Business students.

The program includes courses in accounting, finance, information and decision sciences, management, and marketing. The curriculum is designed to complement students' major studies, providing them with essential skills and insights to enhance their career prospects in the business world. The program emphasizes ethical practices and entrepreneurial thinking, preparing students to navigate the complexities of modern business environments.

Stern and YC Requirements (18 credits)

IDS 1010	Mathematics for Business	3
ENT 1020	Principles of Strategy	3
	Complete two BUS Core courses	
	Complete two BUS Elective courses	

IDS 1010: If student has AP Calc or Calc, take additional business core instead.

Finance, BS

Overview

The Bachelor of Science in Finance is a rigorous and career-focused program designed to prepare students for success in various sectors of the financial industry. The curriculum includes core courses such as Corporate Finance, Advanced Corporate Finance, and Investment Analysis, along with electives in areas like Portfolio Management and Options and Futures. Students gain expertise in asset management, investment and commercial banking, financial management, venture capital, mergers and acquisitions, and management consulting. The program emphasizes hands-on learning, networking opportunities with over 70,000 alumni, and instruction from experienced academics and professionals, all within a community grounded in Jewish values.

Graduates of the program have gone on to work at major corporations, investment banks, venture capital firms, and real estate companies. Students benefit from small class sizes, personalized mentorship, and real-world project experience.

Degree Requirements

To earn the Bachelor of Science in Finance, students must complete a minimum of 128 credits including Business Core and Major requirements, Sy Syms General Education and Jewish Studies requirements, and elective courses as needed.

Major Requirements (27 credits)

Core Courses

FIN 1408	Corporate Finance	3
FIN 2505	Investment Analysis	3
FIN 2521	Portfolio Management	3
	Or	
FIN 3510	Options and Futures	3
	Or	
FIN 3720	Fixed Income Securities	3
FIN 2409	Advanced Corporate Finance (Capstone)	3

Electives

Complete two FIN courses
And
Complete three additional business courses

Finance Minor

Overview

The Finance minor provides students with a foundational understanding of financial principles and practices. The curriculum includes courses in financial accounting, investment analysis, corporate finance, and risk management. Students learn to evaluate financial statements, understand market dynamics, and develop strategies for effective financial decision-making. This minor enhances various major fields of study by providing essential insights into financial analysis, investment banking, corporate finance, and consulting.

Sy Syms Requirements (9 credits)

Complete three upper-level FIN courses

Stern and YC Requirements (18 credits)

ACC 1001	Accounting Principles I	3
FIN 1001	Principles of Finance	3
IDS 1010	Mathematics for Business	3
IDS 1131	Statistics for Business	3
	Two FIN courses	

IDS 1010: If student has AP calc, or Calc, take additional business core or FIN elective instead.

IDS 1131: If student has AP stat or SCW/YC Stat, take IDS 1556 Regression Analysis & Visualization or FIN elective instead.

Marketing, BS

Overview

The Marketing major focuses on developing students' skills in understanding and influencing consumer behavior. The curriculum includes courses in marketing strategy, consumer behavior, digital marketing, and marketing research. Students learn to create effective marketing campaigns, analyze market trends, and develop strategies to promote products and services. The program emphasizes both theoretical knowledge and practical application, preparing students for dynamic roles in the marketing industry.

In addition to coursework, students gain hands-on experience through internships and real-world projects, which help them apply their learning in professional settings. The program encourages collaboration with other business disciplines, such as finance and management, to provide a holistic understanding of how marketing integrates within a business context. Graduates are ready to pursue careers in advertising, public relations, market research, and brand management, where they can leverage their expertise to drive business success.

Degree Requirements

To earn the Bachelor of Science in Marketing, students must complete a minimum of 128 credits including Business Core and Major requirements, Sy Syms General Education and Jewish Studies requirements, and elective courses as needed.

Major Requirements (27 credits)

Core Courses

MAR 2501	Buyer Behavior	3
MAR 3318	Social Media Marketing	3
MAR 3720	Marketing Capstone	3

Complete one of the following courses:

MAR 2621	Applied Research	3
MAR 3320	Digital Media	3

Electives

Complete two Marketing courses
And
Complete three additional business courses

Marketing Minor

Overview

The Marketing minor provides students with a focused study of key marketing principles and practices. The curriculum includes courses in marketing strategy, consumer behavior, digital marketing, and market research. Students learn to analyze market trends, develop effective marketing campaigns, and understand the dynamics of consumer decision-making. This minor offers valuable insights for careers in advertising, public relations, market research, and brand management.

Sy Syms Requirements (9 credits)

Required

Complete three upper-level MAR courses

Stern and YC Requirements (18 credits)

IDS 1010	Mathematics for Business	3
MAR 1001	Principles of Marketing	3
MAR 2501	Buyer Behavior	3
MAR 3318	Social Media Marketing	3
	Complete two MAR courses	

IDS 1010: If student has AP Calc or Calc, take additional business core instead.

Real Estate Minor

Overview

The Real Estate minor equips students with essential knowledge and skills for the real estate industry. The curriculum covers topics such as property management, real estate finance, urban planning, and market analysis. Students learn to evaluate real estate investments, understand legal and regulatory frameworks, and develop strategies for successful property transactions. This minor complements various major fields of study, providing valuable insights for careers in real estate development, brokerage, investment, and management.

Sy Syms Requirements (9 credits)

FIN 2949	Real Estate Finance	3
FIN 3149	Real Estate Capital Markets	3
ENT 3780	Principles of Entrepreneurship	3

Stern and YC Requirements (21 credits)

ACC 1001	Accounting Principles I	3
FIN 1001	Principles of Finance	3
FIN 2949	Real Estate Finance	3
FIN 3149	Real Estate Capital Markets	3
IDS 1010	Mathematics for Business	3
IDS 1131	Statistics for Business	3
ENT 3780	Principles of Entrepreneurship	3

IDS 1010: Exempt if student has AP calc or Calc.

IDS 1131: Exempt if student has AP stat or SCW/YC Stat; if student is exempt from IDS 1010 & IDS 1131, take IDS 1020 Intro to Info Systems.

Strategy and Entrepreneurship, BS

Overview

The Strategy and Entrepreneurship major focuses on developing students' ability to identify and capitalize on business opportunities. The curriculum includes courses in strategic management, entrepreneurial finance, innovation, and business planning. Students learn to generate and evaluate ideas, develop them into products and services, assemble resources, mitigate risks, and lead organizations that meet human needs. The program emphasizes both theoretical knowledge and practical application, preparing students to navigate the complexities of the business world.

Beyond their coursework, students acquire practical experience through internships and real-world projects, enabling them to apply their knowledge in professional environments. The program encourages interdisciplinary collaboration, allowing students to explore connections between strategy, entrepreneurship, and other business disciplines. Graduates are ready to pursue careers in business development, consulting, and startup management, where they can leverage their expertise to drive innovation and growth.

Degree Requirements

To earn the Bachelor of Science in Strategy and Entrepreneurship, students must complete a minimum of 128 credits including Business Core and Major requirements, Sy Syms General Education and Jewish Studies requirements, and elective courses as needed.

Major Requirements (27 credits)

Core Courses

ENT 2110	Organizational Behavior	3
ENT 3015	Leadership	3
ENT 3720	Business Strategy (Capstone)	3
ENT 3780	Principles of Entrepreneurship	3

Electives

Complete two ENT elective courses
And
Complete three additional business courses

Strategy and Entrepreneurship Minor

Overview

The Strategy and Entrepreneurship minor offers students a comprehensive understanding of business principles and entrepreneurial skills. It is designed to complement a liberal arts education, providing students with insights into venture creation, management consulting, and business development. Courses focus on how companies achieve and maintain competitive advantages in a global market, integrating real-world applications and Jewish ethical values. The minor fosters innovative thinking and practical experience, preparing students for diverse career opportunities in the business world.

Sy Syms Requirements (9 credits)

Complete three upper-level ENT courses

Stern and YC Requirements (18 credits)

ACC 1001	Accounting Principles I	3
	Or	
IDS 1010	Mathematics for Business	3
ENT 1020	Principles of Strategy	3
ENT 3015	Leadership	3
ENT 3780	Principles of Entrepreneurship	3
	Complete two ENT courses	

subj	number	abbreviated title	credits	description
ACC	1001	Accounting Principles I	3	Introduction to financial accounting: the accounting cycle, preparation of financial statements, accounting for cash and temporary investments, receivables, inventories, and long-lived assets. International financial reporting standards are studied throughout the course as are ethical considerations for new topics as they are introduced. Prerequisite(s): IDS 1010 or equivalent may be taken as a prerequisite or corequisite.
ACC	1002	Accounting Principles II	3	Accounting for current and long-term liabilities, stockholders' equity, statement of cash flows, introduction to management accounting, cost behavior, and break-even analysis. International financial reporting standards are studied throughout the course as are ethical considerations for new topics as they are introduced. Prerequisite(s): ACC 1001; and IDS 1015 or IDS 1020 may be taken as prerequisite or corequisite; and IDS 1010 or equivalent.
ACC	1101	Intermediate Accounting I	3	Intensive study of the application of generally accepted accounting principles to selected assets: including cash, receivables, inventories, long-lived assets, and intangibles. Prerequisite(s): ACC 1002 and IDS 1010 or equivalent.
ACC	1102	Intermediate Accounting II	3	Continuation of the study of balance sheet items: current liabilities, long-term liabilities including bonds, pensions, and stockholder's equity; income tax allocation, leases; principles of income determination, and statement of cash flows. Prerequisite(s): ACC 1101; and foundation courses may be taken as prerequisites or corequisites.
ACC	2160	Decision Models	3	This course introduces the basic principles and techniques of applied mathematical modeling via spreadsheets for managerial decision making. Students learn to use some of the more important analytic methods focusing on spreadsheet modeling. Students learn to develop models that can be used to improve decision making within an organization; sharpen their ability to structure problems and to perform logical analyses; translate descriptions of decision problems into formal models and investigate those models in an organized fashion; identify settings in which models can be used effectively and apply modeling concepts in practical situations. The course emphasizes model formulation and interpretation of results and is aimed at undergraduate students with little prior exposure to modeling and quantitative analysis, but it is appropriate for all students who wish to strengthen their spreadsheet and quantitative skills. The emphasis is on models that are widely used in diverse industries and functional areas, including finance, operations, and marketing. Prerequisite(s): FIN 1001 and IDS 1020; and IDS 1556 may be taken as a prerequisite or corequisite.
ACC	2401	Mergers: History & Practice	3	Prerequisite(s): ACC 1001 and FIN 1001. Crosslisted with FIN 2401.
ACC	2403	Management Accounting	3	Techniques used in decision making for management and financial reporting, product and service costing systems, overhead allocation, standard costs for control and analysis, cost-volume-profit analysis, short-term decision making, and performance evaluation. Prerequisite(s): ACC 1002.
ACC	2625	Accounting Information Systems	3	This course is an introduction to the subject of accounting information systems, including their design, control, and use. The course gives attention to control procedures and methods for manual and computerized systems by major transaction cycles. Prerequisite(s): Foundation courses; and ACC 1101 may be take as a prerequisite or corequisite.
ACC	3201	Advanced Accounting	3	Accounting for business combinations and consolidations, foreign operations, segment reporting, interim reporting, and partnerships. Prerequisite(s): ACC 1102, ACC 2403, FIN 1001, MAR 1001, ENT 1020, IDS 1020 and IDS 1556. Not recommended to be taken with ACC 3601.
ACC	3275	Topics in Accounting	1 TO 3	In this course, students will be taught the accounting standards-setting process in the US and the implications of worldwide standard setting by the International Accounting Standards Board. Students will become knowledgeable about several of the recent FASB initiatives, selected SEC requirements and a discussion of the recent activities of the Private Company Council. Prerequisite(s): ACC 1102 and 2403 may be taken as a prerequisite or a corequisite.
ACC	3601	Principles of Audit Capstone	3	Auditing standards and procedures, auditor's reports, the nature of evidence in the audit, evaluation of internal controls, audit sampling, auditing computerized systems, code of professional conduct. Prerequisite(s): ACC 1102 and ACC 2403; and foundation courses.
ACC	3604	Intern'tl Finance & Accounting	3	Analysis of special topics in international finance, including international capital flows, international accounting, theories of foreign exchange-rate determinations, Eurocurrency and Eurobond markets, and integration of multinational markets. Prerequisite(s): ACC 1002/H, FIN 1001/H, IDS 1131/H Crosslisted with FIN 3604.
ACC	3790	Managing a Growing Business	0 TO 3	
ACC	3791	Managing a Growing Business II	0 TO 3	

ACC	3851	Financial Statement Analysis	3	Designed primarily for non-Accounting majors. Methods of communicating information about financing and operating activities of corporations, and techniques for analyzing and evaluating that information. Prerequisite(s): ACC 1002, FIN 1001 and IDS 1131. Crosslisted with FIN 3851.
ACC	3855	Corporate Accountability	3	The purpose of this course is to explore the meaning and future of corporate accountability. This course will examine the decreasing relevance in recent years of financial accounting information for investors and creditors. students will explore reasons for this change, including the explosion of intangible assets as a source of firm value. In the second half of the course students will identify the increasing demands of investors for additional and more relevant corporate disclosures. In addition, we will critically explore various emerging practices in accounting including sustainability reporting, non-GAAP metrics, the Strategic Resources Report, and Integrative Financial Statements. Students will explore the costs and benefits of each of these emerging practices. Prerequisite(s): ACC 1002/H and FIN 1001/H. Crosslisted with FIN 3855.
ACC	3871	Forensic Acc:Fraud Examination	3	Covers all major methods employees use to commit fraud, why fraud is committed, how to deter fraudulent conduct, and how allegations of fraud should be investigated and resolved. Prerequisite(s): MAN 1020 or MAN 1020H; and ACC 1001 may be taken as a prerequisite or corequisite. Crosslisted with MAN 3871
ACC	4000	The Financial Crisis	0 TO 3	
ACC	4741	Accounting Internship	1 TO 3	
ACC	4745	Research Internship	1 TO 3	
ACC	4901	Independent Study	1 TO 3	May be repeated once for credit.
ACC	4930	Topics:	1 TO 3	A course for subject matter not provided in other ACC offerings. The content may change from semester to semester. Students may elect this course several times, provided different topics are studied.
BLW	1800	Business as Human Enterprise	3	This course will examine the varied roles of business in a democratic society. Specifically, we will study the historical purpose or purposes of business, the role of law and ethics, corporate social responsibility, business sustainability, business and technology, triple bottom line reporting, social entrepreneurship, and the future of business in the post-modern world. Syms honors only. This is a semi-online course.
BLW	2021	Ethical & Legal Env Business	3	Substantive law and practical issues as they relate to business; theories of jurisprudence; business ethics and Halakhah as they interface with the law and practical business decisions; the legal process; federal and state court systems; alternative dispute resolution; constitutional law; administrative agencies; criminal law and procedure; torts; products liability; contracts. For all majors.
BLW	2112	Business Law	3	Corporations, securities regulation; antitrust; insurance; wills, trusts, and estates; personal property and bailment; real property; landlord and tenant; environmental law; intellectual property; sales; warranties; negotiable instruments; secured transactions; creditors rights; bankruptcy. Prerequisite(s): BLW 2021.
BLW	2500	Business and Jewish Law	3	This course introduces students to the fusion of Jewish Life within the business world through a variety of topics such as commercial transactions, fraud, theft, and probability in the financial markets.
BLW	2951	Real Estate Law	3	Survey of the basic principles of real estate property law for investment, lending, leasing, and development for both residential and commercial transactions. Students become familiar with terminology employed in describing various property interests and with legal concepts involved in the acquisition, construction, leasing, financing, and sale of real estate property and real estate projects, including alternate forms of ownership, co-ownership, cooperatives, and condominiums. The most commonly encountered liens and encumbrances are reviewed, as well as how they are dealt with in the context of a title search and the recording act. Legal documents used in lending, development, and investment of real estate. Prerequisite(s): MAN 2943/REA 2943. Crosslisted with MAN 2951/REA 2951.
BLW	3021	Entrepreneurial Law	3	Choosing, forming, and managing various types of business organizations, including sole proprietorships, joint ventures, franchises, business trusts, general and limited partnerships, LLPs, LLCs, and corporations. Trademark, copyright, patent, and trade secret considerations; labor law and employer-employee relations. Prerequisite(s): BLW 2021. Crosslisted with ENT/MAN 3021.
BLW	4741	Business Internship	1 TO 3	
BLW	4901	Independent Study	1 TO 3	
BUS	1001	Business in a Global Envir.	3	This course helps students to develop an integrated concept of issues affecting contemporary business environments. A major learning objective is to recognize the relationship between integrated functional business operations and competitive success factors as well as monitoring measurements of organizational performance. Effective managers of the 21st century must understand a wide range of technical and social inter-relationships to be successful in the global marketplace. They must be able to integrate these relationships with the expense, performance, and time constraints of his or her area of responsibility. Course should be taken during the first or second semester of study.

BUS	1010	Business Communication I	3	This course seeks to develop the communication skills that are critical to success within any profession, especially in business related careers. All interactions in business require communications skills, whether written or oral. It is, therefore, especially important for students contemplating careers in business to develop communications skills that will enhance their career development and success. This course will provide students with an opportunity to explore, understand and practice those skills. This course is the first course in a two-course series required for all Syms students only. Students who have already taken First Year Writing (FYWR) should take the old Bus Comm course (FYSM 1012).
BUS	1012	Business Communication	3	This course seeks to develop skills that are important keys to success within any chosen profession. All interactions in business require communications skills, whether written or oral, whether in large groups or small groups. It is especially important for students contemplating careers in business to develop communications skills that will enhance their career development and success. This course will provide students with an opportunity to explore, understand and practice those skills. Prerequisite(s): ENGL 1100, ENGL 1200 or FYWR 1020.
BUS	1020	Business Communication II	3	This course seeks to develop the communication skills that are critical to success within any profession, especially in business related careers. All interactions in business require communications skills, whether written or oral. It is, therefore, especially important for students contemplating careers in business to develop communications skills that will enhance their career development and success. This course will provide students with an opportunity to explore, understand and practice those skills. This course is the first course in a two-course series required for all Syms students. Prerequisite(s): BUS 1010.
BUS	1500	Writing and Communication	3	
BUS	2000	Communications & Prof Developmnt	0 TO 3	
BUS	2010	Dollars and Sense	2	Designed to prepare students for the financial challenges of modern life, this course delves into personal finance with a focus on the unique needs of Orthodox families. Through practical lessons and projects, students will learn to manage finances effectively, making informed decisions for a stable financial future. Prerequisite(s): FIN 1001.
BUS	4741	Business Internship	.5 TO 3	Sy Syms School of Business Juniors and Seniors may take Business Internship for 1 to 3 credits. Students must apply to the Sy Syms Advising Office within the first two weeks of the semester.
BUS	4742	Business Internship	.5 TO 3	Supervised work experience that permits students to apply classroom knowledge. Work assignments must be meaningful and must be approved prior to commencing internship. Each student is required to write a paper about the internship experience. Students supervisor is required to submit a final evaluation report upon completion of internship. A maximum of 3 internship credits may be applied to the major; 100 hours of internship is equivalent to 1 credit. Prerequisite(s): junior standing in Sy Syms School.
BUS	4743	Business Internship	1 TO 3	Supervised work experience that permits students to apply classroom knowledge. Work assignments must be meaningful and must be approved prior to commencing internship. Each student is required to write a paper about the internship experience. Students supervisor is required to submit a final evaluation report upon completion of internship. A maximum of 3 internship credits may be applied to the major; 100 hours of internship is equivalent to 1 credit. Prerequisite(s): junior standing in Sy Syms School.
BUS	4744	Business Internship	0 TO 3	
BUS	4901	Independent Study	1 TO 3	May be taken three times for credit towards degree.
BUS	4930	Topics:	1 TO 3	A course for subject matter not provided in other BUS offerings. The content may change from semester to semester. May be repeated for credit if topics are different.
BUS	4970	Strategy Simulation Capstone	0 TO 1	
ENT	1020	Principles of Strategy	3	What makes some companies successful while others fail? How can a company successfully grow? Principles of Strategy will answer these two fundamental questions, providing students with skills needed for careers in strategy consulting, venture capital, finance, the startup world, and business development. Using building blocks from economics, finance and marketing, the course is grounded in a conceptual understanding of strategy, with application to real-world companies. Prerequisite(s): IDS 1010 may be taken as a prerequisite or corequisite.
ENT	1780	Swimming with the Sharks	3	This course will introduce students to the world of entrepreneurship by exploring how businesses are conceived, and the process entrepreneurs go through from having an idea to starting and building their own business: from choosing a field, to creating a name, to getting set up, raising money, dealing with competition, pricing the product or service, marketing, hiring people, and much more. We will bring the class alive by discussing case studies of real companies, successful ones and not so successful ones.

ENT	2110	Organizational Behavior	3	This course is directed toward the attainment of three interdependent objectives: 1) to develop an understanding of organization effectiveness as a key element of strategy implementation in complex organizations, 2) to understand how organizational planning, design, control, and human resource decisions are interdependent and critical to building and sustaining successful organizations, and 3) to develop a sensitivity to the realities of organizations in real-world situations. These include how decisions affect individuals in organizations and their consequent commitment to implementation efforts. Prerequisite(s): ENT 1020.
ENT	2112	Business Law	3	Corporations, securities regulation; antitrust; insurance; wills, trusts, and estates; personal property and bailment; real property; landlord and tenant; environmental law; intellectual property; sales; warranties; negotiable instruments; secured transactions; creditors rights; bankruptcy. Prerequisite(s): BLW 2111, BLW 2021 or BLW 1800H.
ENT	2210	Direct Marketing	3	Selling directly to the consumer or business entity. Examines various aspects of direct marketing such as the use of catalogs, mail order, mailing-list selection, TV, radio, print, and telemarketing. Focuses on the management utilization of direct marketing strategy and implementation. Prerequisite(s): MAR 1001/MAR 1001H. Crosslisted with MAR 2210.
ENT	2250	Internet for Business	3	Programming techniques for creating dynamic database-driven Web sites. Topics include client side programming with JavaScript and server side programming with server side languages such as ASP.Net and PHP. Course presumes students already have a working knowledge of HTML. Prerequisite(s): INF 1030 or COMP 1300C; INF 3832. (Cross-listed with INF 2250.)
ENT	2251	Advanced Internet for Business	3	
ENT	2255	E-Commerce: Internet Marketing	3	The tremendous growth of online business activity has made buyers more aware of their choices and vendors conscious of the need to be 'connected' to their customers. The course reviews the practical applications of e-commerce in the marketplace today, including both customer-to-business and business-to-business interactions. Associated business models, security and firewalls protocols (authentication, encryption, SSL, X.509, LDAP), electronic payment protocols (SET, e-cash), collaboration/online catalogs, and the required network infrastructure (TCP/IP). Prerequisite(s): INF 1020 or INF 1030; MAR 1001/MAR 1001H. (Cross-listed with INF 2255/MAR 2255.)
ENT	2260	Navigating E-Commerce	3	This course provides an in-depth understanding of e-commerce fundamentals, strategies, and best practices. Students will learn how to create, launch, and manage successful online retail businesses, covering topics such as e-commerce platforms, digital marketing, customer experience, logistics, and legal considerations. Prerequisite(s): ENT 1020 or MAN 1020; and MAR 1001.
ENT	2291	Advance Internet for Business	3	
ENT	2370	People Management	3	This course is an introduction to the human resource management function and related elements and activities to examine the role of the human resource professional as a strategic partner in managing today's organizations. Key functions such as recruitment, selection, development, appraisal, retention, compensation, and labor relations are examined. Emphasis is placed on employee engagement strategies and the role the human resource professional plays in creating an engaged and productive workforce as well as his/her support of other functional managers. Prerequisite(s): ENT 1020 or MAN 1020. Crosslisted with MAN 2370.
ENT	2374	Strategic Planning of Com Proc	3	What is strategy and its role in integrated marketing communications? Through lecture and hands on experience, students learn to make strategic decisions about marketing and IMC mix elements and plans, based on corporate strategy, competitive and market analysis and research interpretation. Prerequisite(s): MAR 1001, ENT/MAN 1020/H. Crosslisted with MAR 2374.
ENT	2410	Sales Management	3	Examines the importance of building an effective sales function within the organization. Often disguised or dressed up with words like 'relationship manager,' 'account executive,' etc., the function is the center of most companies' revenue-generating ability. Key management issues such as selection, training, motivation, compensation, and evaluation of the sales process are studied. Both profit and non-profit organizations develop sales campaigns, outline territories and/or account responsibilities, and measure selling effectiveness. Prerequisite(s): MAR 1001/MAR 1001H. Cross-listed with MAR 2410.
ENT	2415	Retail Management	3	Focuses on starting, developing, and growing a retailing organization from both an entrepreneurial and professional managerial perspective. Students study the changing dynamics of retailing, demographic trends, the importance of retailing within the distribution network, the challenges faced by the growth of technology, the growth of global strategic alliances among retailers, and the regulatory environment that affects retail business. Prerequisite(s): MAR 1001/MAR 1001H. (Cross-listed with MAR 2415.)
ENT	2508	Entrepreneurial Finance	3	How entrepreneurs secure financing for their business ventures: sources of funding such as investors, venture capital, SBA loans, asset-based financing, lines of credit; creation of business plans and loan proposals; developing cash flow projections; evaluation of loan requests by lender/investors. Prerequisite(s): FIN 1001. (Cross-listed with FIN 2508.)

ENT	2510	Turnaround Business Strategy	3	A turnaround situation refers to those companies whose financial performance indicates that the company will fail in the foreseeable future unless short-term corrective action is taken. Addresses key ingredients that characterize a successful turnaround, and describes what turnaround practitioners need to do to rescue a distressed company. Course content includes crisis stabilization, stakeholder management, strategic focus and more. Additionally it will describe how leadership is provided by turnaround practitioners throughout the turnaround process. Prerequisite(s): ENT 1020 or ENT 3780.
ENT	2530	How to Build Your Business	3	The course is designed to provide students with an understanding of the fundamental steps in starting a business and implementing those tools into a real business. The goal is to expose students to such concepts and provide step-by-step concrete procedures in order to become a successful entrepreneur. Prerequisite(s): ENT 1020 and MAR 1001.
ENT	2621	Applied Research	3	Marketing research methods is a critical component of any marketing strategy as it allows for the collection and analysis of data to inform decision making and improve marketing efforts. By using both qualitative and quantitative research techniques, students will learn to gather and interpret information about consumers, markets, and competitors to identify opportunities and make data-driven decisions. This course will also cover the ethical considerations involved in conducting research and the importance of using valid and reliable research methods. By the end of the course, students will have the skills and knowledge necessary to conduct effective marketing research and use the results to inform and improve their marketing strategies. Prerequisite(s): MAR 1001 and IDS 1131.
ENT	2700	Start-up Marketing	3	While marketing and management are core functions in any business, they are far more critical in a startup. Since the build it and they will come theory typically doesn't work in reality, marketing and management are critical to ensure fledgling companies can operate at a high level, find product-market fit, identify their target market, and create and execute integrated plans that attract talented employees and loyal consumers alike. What makes the disciplines of marketing and management within a startup unique? You have to achieve these milestones with limited resources, whether it's time, money or talent. Every effort, no matter how small, has to be well-planned, flawlessly executed, and meticulously measured. And to add an additional level of difficulty, what often works in traditional companies with scale doesn't usually work for startups. This course will help students understand the art and science of startup marketing and management: the secrets behind testing, learning, and identifying the right management practices and marketing mix that works for their startup. Prerequisite(s): MAN/ENT 1020/H and MAR 1001/H. Crosslisted with MAR 2700.
ENT	2711	Venture Capital	1 TO 3	Past, current and future state of venture capital. Presents the fundamentals of entrepreneurship while maintaining a strong emphasis on the current state of affairs. Active participation by guest speakers who are prosperous entrepreneurs. Students gain information not found in any textbook to apply to the successful operation of their own businesses. Prerequisite(s): FIN 1001, ENT 1020. Cross-listed with FIN 2711.
ENT	2730	Modern Israel&Startup Marketin	3	This course will look at the unique structure of a start-up and the challenges marketers face when working in a product-focus, innovative environment. Specifically, it will examine the unique business culture of Israeli start-ups and assess how agility and innovation can go hand in hand with a long-term marketing strategy, which is market focus. This course will help students understand the art and science of startup marketing within a heavily technological environment- the secrets behind testing, learning, and identifying the right marketing mix that works for their startup. Prerequisite(s): ENT 1020 or MAN 1020; and MAR 1001. Crosslisted with MAR 2730.
ENT	2786	Venture Due Diligence	3	Through a combination of academic and experiential project based learning models, students will explore and develop due diligence processes that are required when evaluating a venture capital investment into early stage startups. Student analysts will learn evaluative skills they can generalize to numerous personal and professional pursuits. Prerequisite(s): Permission by instructor.
ENT	2800	Entrepreneurial Leadership	3	This course will focus on what it takes to develop the next generation of entrepreneurs, managers and leaders. We will discuss and review companies that include startups, family businesses, multi-national companies and high-tech firms, and analyze the leadership skills that their managers and employees possess. We will identify what made them successful companies, and what did not, and why. Prerequisite(s): ENT 1020 or MAN 1020. (Sy Syms Honors Only).
ENT	2941	Sports Marketing Management	3	Provides an overview of sports marketing as a component of a fully integrated marketing communication strategy. Students study the history and contemporary application of sports marketing as a method to achieve goals. Addresses corporate, as well as sporting property use of sports marketing strategies to achieve business objectives. Examines strategies that address critical business constituencies, consumers, trade factors, employees, and the financial community. Also covered are sports marketing within the context of special sporting event sponsorships, professional sports teams as well as governing organizations, sports media (broadcast, print, and Internet), licensing, and hospitality. Prerequisite(s): MAR 1001, ENT 1020. Cross-listed with MAR 2941.

ENT	2945	Real Estate Management	3	This course provides an introduction to the principles and practices of real estate management on a daily basis in the residential, office, and retail spaces. Topics include forms of real estate ownership; budgeting and financial reports; marketing and leasing; labor relations; emergency procedures; federal, state, and city laws; and rent collection. Analysis of the financial and physical management functions. Students will learn how to create an operating budget on a cash basis and a capital budget.
ENT	3015	Leadership	3	Emphasis is on the development of interpersonal competencies to allow individuals to effectively work as managers or professionals in the rapidly changing, team-oriented, culturally diverse and technologically integrated global climate facing modern organizations. The course provides students the opportunity to understand the major leadership concepts, theories and models and the applicability of these theories, to understand the fundamental ways leadership is practiced in organizations, and to understand the unique dimensions of one's own leadership style, strengths and weaknesses, and methods to improve. Prerequisite(s): ENT 1020.
ENT	3017	Dealing with Difficult People	3	This course will introduce the undergraduate business student to the efficacy of emotional intelligence and critical interpersonal communication and relational skills for successful relationship-building in business. Prerequisite(s): ENT 1020 or MAN 1020.
ENT	3020	Financial & Estate Planning	3	
ENT	3021	Entrepreneurial Law	3	Choosing, forming, and managing different types of business organizations, including sole proprietorships, joint ventures, franchises, business trusts, general and limited partnerships, LLPs, LLCs, and corporations. Trademark, copyright, patent, and trade secret considerations; labor law and employer-employee relations. Prerequisite(s): BLW 2021 or BLW 2111. Crosslisted with BLW 3021 and MAN 3021.
ENT	3316	Social Entrepreneurship	3	Social entrepreneurship is a business field in which business and nonprofit leaders design, grow, and lead mission-driven enterprises. . Elements of: social science, business, law, management theory, knowledge from practice, and features of private and public entities will be discussed. Hybrid business models that serve both social needs and financial needs, and new tools for measuring social impact and change will be covered. Prerequisite(s): MAR 1001 and ENT 1020.
ENT	3410	Startup Strategy	3	Entrepreneurs face unique challenges in building a business, and even more so in the early stages. This course will address these specific challenges, and help students understand the ways to navigate these potential roadblocks in order to build their companies. Topics covered will include how to source funding, market and industry analysis, and lean startup principles, among others. Prerequisite(s): ENT 1020 or MAN 1020. Students are highly recommended to have taken Principles of Entrepreneurship previously.
ENT	3500	Fashion Fundamentals	3	Introduces the terminology and principles necessary to be successful in the fashion business through a dynamic lecture and workshop-based format. Students study fashion classifications, garment detail and construction, sources of fashion information, and the modern history of fashion. Students will learn the scope and global nature of the fashion business through the use of industry research, case studies and hands-on projects. Crosslisted with MAR 3500.
ENT	3501	Israel Business Environment	3	Introduction to high tech, venture capital in Israel; overview of the Israeli economy, its accounting, business and tax laws, entrepreneurial environment, cultural issues; investing in Israeli start-ups; leading corporations in Israel; job market in Israel. Prerequisite(s): ENT/MAN 1020/H and MAR 1001. Crosslisted with MAR 3501.
ENT	3502	Creative & Innovative Prod Dev	3	A key element of successful business enterprise is good design. In the world of fashion, Coco Chanel revolutionized the industry with her innovative design elements. Apple has become one of the world's most admired companies because its corporate executives place a premium on beauty and functionality of product design. This course provides an understanding of the product design process and its importance in the business world. Students will learn how to develop the ability to think more creatively about marketplace challenges. This course is targeted to students who want to discover and improve upon their innovative and creative skills in the business environment. Prerequisite(s): MAR 1001; and ENT 1020 or MAN 1020.
ENT	3504	Systematic Inventive Thinking	3	In this course students will learn how to be innovative in the way they approach Business problems and challenges. This course will concentrate on a method that helps companies develop a culture and practice of innovation. Students learn skills for thinking and acting differently in an effective way. This leads to generating ideas that are both innovative and practical. Prerequisite(s): ENT 1020, MAR 1001. Crosslisted with MAR 3504.
ENT	3550	Mastering the Case Method	3	In this course, students will learn how to break down business problems through experiential business case studies similar to what a management consultant will face. This course will teach students how to think critically, make compelling business recommendations, and distill information like a management consultant. Students will hone their business acumen and develop vital professional skills widely applicable to a range of careers. Prerequisite(s): ENT 1020 and ACC 1001. Corequisite(s): FIN 1001.
ENT	3601	International Business	3	The environment of international business. Problems, policies, and operations of multinational corporations, with a focus on global logistics and production planning, alternative forms of ownership, and methods of control. Prerequisite(s): ENT 1020 or MAN 1020; and MAR 1001.

ENT	3620	Negotiations	3	This hands-on course explores the essential elements of effective negotiation, providing students with key frameworks, styles, and tools to succeed in various contexts. Through a combination of lectures, case studies, and experiential exercises, undergraduates will develop critical skills in communication, persuasion, and conflict resolution. Engaging in simulated negotiation scenarios, students will gain valuable insights into their own strengths and growth areas, while learning to adapt their approach to different counterparts and situations. Master the art of negotiation to drive business success and strategic outcomes. Prerequisite(s): ENT 1020 or MAN 1020.
ENT	3720	Business Strategy Capstone	3	Defines and analyzes the formulation and implementation of corporate objectives and strategies; uses cases and/or computer simulations to develop policy skills. Prerequisite(s): ENT 2110 and ENT 3780; and Foundation courses; and ENT 3015 may be taken as a prerequisite or corequisite.
ENT	3771	Innovation Lab I	3	Prerequisite(s): FIN 1001, ENT/MAN 1020 and MAR 1001.
ENT	3780	Principles of Entrepreneurship	3	New venture initiation and development; the practical approach to developing and implementing procedures and techniques for starting an enterprise. Class discussions based on readings and case studies. Prerequisite(s): ENT 1020.
ENT	3784	Angel & Venture Cap. Investing	3	This course explores the fundamentals of angel and venture investing. From sourcing deals, opportunity evaluation, deal structure, follow on and exit, this course, taught by two industry veterans with broad pedigree and experience, shares practical, experiential, soft and hard skills of the start-up ecosystem. Crosslisted with FIN 3784. Prerequisite(s): FIN 1001 and IDS 1131; and ENT 1020 or MAN 1020.
ENT	3785	Venture Fund Formation & Mgmt.	3	This course will be a dynamic blend of academic and hands-on practicum exploring venture fund formation, launch and administration. Students will actively participate in the formation, administration and management of a multi-million dollar venture fund - Maccabee Ventures! Prerequisite(s): FIN 3784 or ENT 3784 or permission of instructor.
ENT	3786	New Venture Planning	3	Use of the business plan, the critical element of entrepreneurship, as a guide to the successful operation of a business venture. Students learn the essential ingredients necessary for an effective plan, select and present an enterprise that they are personally interested in, and develop a persuasive written plan that can be used to attract financing, key employees, and mentors. Prerequisite(s): ENT 3780/MAN 3780. (Cross-listed with MAN 3786.)
ENT	3788	Managing the Family Business	3	Owners of entrepreneurial and family businesses face unique issues. Special problems include integrating family members into the business, motivating and retaining non-family employees and business succession strategies. Viewed from a multi-disciplinary perspective that includes legal, tax and behavioral considerations, the course examines selection of business form, tax planning, financing and cash flow planning. Prerequisite(s): ENT 1020.
ENT	3790	Managing a Growing Business	3	Students will learn how to manage and enhance an existing growth business organization, while addressing topics such as: accounting, supply chain management, marketing, management and general business issues. This course provides the unique opportunity to work on real business problems and be part of a consulting team. At the end of the course, students should be able to develop a business plan and provide specific solutions to the business client. Students will hone their business leadership and technical proficiency via interactive lectures, operations exam and analysis, and critical thinking leading to recommendations, reports and presentations. Prerequisite(s): MAR 1001, ENT 1020, IDS 1020.
ENT	3791	Managing a Growing Business II	0 TO 3	
ENT	3796	Franchising and Licensing	3	Essential elements of franchising from the viewpoint of both franchiser and franchisee. Explores franchising opportunities and their planning and implementation. Discussion of licensing and distributorship as viable business ventures. Prerequisite(s): MAN 1020/MAN 1020H. (Cross-listed with MAN 3796/MAR 3796.)
ENT	4001	Principles of Success	0 TO 3	
ENT	4002	Leadership in Non-Profit World	3	This course explores issues of leadership, especially in the not-for-profit sector. Discussions will issues of management and leadership, including team building, vision, charisma, conflict of values, professional and board relations, and determining who the client is. The course will draw on a variety of historical, political, business and Torah sources to illustrate the commonalities and differences of leadership styles and how such styles effect different situations. Prerequisite(s): ENT 1020/H or MAN 1020/H.
ENT	4901	Independent Study	1 TO 3	
ENT	4902	Independent Study	1 TO 3	

ENT	4930	Topics:	1 TO 3	This course is an opportunity for students to get hands on experience and exposure to emerging phenomena, processes and technologies in the startup industry. It will introduce students to an innovative business acceleration framework and integrated planning tools, applied in context of real-world startups. Students will learn how to leverage these frameworks, models and tools to develop and create competitive acceleration of the business in market; students will engage in projects with Israeli startups participating in YU Innovation Lab. This is an advanced class that requires an appropriate student engagement. Prerequisite(s): ENT 1020 or MAN 1020. See Course Comments for details.
ENT	4931	Contemporary Problems in Bus	3	Today's business environment requires imaginative leadership to deal with the turbulent global marketplace. Top executives from leading multinational corporations present a general overview and discuss the corporate culture of their organizations, outline the competitive climate in their industries, and share their views of the ingredients needed to survive in today's rapidly changing economic environments. Prerequisite(s): ENT 1020 or MAR 1001.
ENT	4932	Topics:	1 TO 3	
ENT	4933	Topics:	1 TO 3	Selected topics in entrepreneurship.
FIN	1001	Principles of Finance	3	An introductory survey of the fundamentals of financial management, financial analysis, securities markets, and personal financial planning. This course provides a general understanding of the capital markets, sources, and uses of capital, present value techniques, valuation, capital asset pricing, and capital budgeting. This course meets the Business Core requirement for the Sy Syms School of Business. Prerequisite(s): ACC 1001 or ACC 1004; and IDS 1015 or IDS 1020 may be taken as prerequisite or corequisite; and IDS 1131 may be taken as prerequisite or corequisite.
FIN	1221	Capital Markets&Financial Inst	3	
FIN	1408	Corporate Finance	3	Introduction to the principles and techniques of corporate financial management; including financial analysis, firm value optimization and valuation models, capital structure, stock valuation leverage, dividend policy, the cost of capital, mergers IPOs and bankruptcy. Problems and applications will use commercially available computer software. Prerequisite(s): ACC 1002, FIN 1001, IDS 1131; and IDS 1020.
FIN	2221	Money and Banking	3	Prerequisite(s): ECO 1010 or higher, or permission of the instructor. Crosslisted with ECO 1221.
FIN	2380	Employee Benefits	3	
FIN	2400	Anatomy of a Real Estate Deal	3	
FIN	2401	Mergers: History & Practice	0 TO 3	
FIN	2409	Adv. Corp. Finance Capstone	3	Focuses on the corporate finance function and decision-making process. Examines advanced and specialized topics in finance. Evaluation of capital expenditure proposals, risk/return, diversification, capital structure, investment and financing decisions, capital markets, cash and credit management, mergers, acquisitions, LBOs, and global financial strategies. Lectures and assignments may utilize case presentations and independent research and writing. Prerequisite(s): FIN 1408; and foundation courses.
FIN	2505	Investment Analysis	3	Features and characteristics of available investment opportunities; fundamental principles for choosing sound investment vehicles to meet investor risk/return objectives. Stocks, bonds, warrants, convertibles, preferreds, municipal bonds, treasuries, options, and futures are defined and analyzed. Prerequisite(s): ACC 1002, FIN 1001, IDS 1131; and IDS 1020.
FIN	2507	Practical Investment Strategie	3	Examines being an owner versus being a lender; contrasts stocks and bonds; discusses mutual funds, international investing versus U.S. investing, how to put together an overall portfolio, and tax considerations in investing.
FIN	2508	Entrepreneurial Finance	3	How entrepreneurs secure financing for their business ventures: sources of funding such as investors, venture capital, SBA loans, asset-based financing, lines of credit. Creation of business plans and loan proposals, development of cash-flow projections, and the evaluation of loan requests by lender/investors. Prerequisite(s): FIN 1001/H and IDS 1131/H
FIN	2511	Security Analysis & Valuation	3	The role and activities of the equity analyst. Cases and lectures help develop students' analytical skills and appreciation of the usefulness and limitations of financial statements. Various approaches to equity valuation are considered. Drawing heavily on out-side readings from respected authors in the fields of finance and securities, students are required to research and produce a detailed report that includes an analysis of a particular industry and several firms within the industry. Prerequisite(s): FIN 1408 or FIN 2505.

FIN	2521	Portfolio Management	3	Theoretical analysis and practical applications of modern portfolio theory to individual and institutional portfolio management; optimal asset selection and allocation decisions, portfolio mix, and the evaluation of portfolio performance; Markowitz diversification, single and multi-index models, capital market theory, capital asset pricing, arbitrage pricing, fixed-income securities, and options strategies. Implementation of portfolio optimization design utilizing Web/online resources, including databases and software. Prerequisite(s): FIN 2505; and foundation courses may be taken as prerequisites or corequisites.
FIN	2711	Venture Capital	1 TO 3	Past, current, and future state of venture capital. Presents the fundamentals of entrepreneurship while maintaining a strong emphasis on the current state of affairs. Active participation by guest speakers who are prosperous entrepreneurs. Students gain information not found in any textbook to apply to the successful operation of their own businesses. Prerequisite(s): FIN 1001. (Cross-listed with ENT 2711.)
FIN	2828	Behavioral Economics	3	This course is an introduction to behavioral economics and its applications. The course will focus on the statistical analysis of experimental data using non-parametric techniques (no previous statistics coursework required), and the application of experimental methods to identify behavioral regularities related to risk preferences, the endowment effect, overconfidence, framing, probabilistic assessment and other areas of decision-making. Students are required to complete a final experimental design project, which will include motivating theory, novel research hypotheses, proposed analytics, and implementation details. Prerequisite(s): IDS 1131 or STAT 1021, and ECON 1010 or ECON 1031. Cross-listed with MAN 2828, MAR 2828.
FIN	2943	Principles of Real Estate	3	Covers various types of real estate, including apartments, office buildings, industrial parks, shopping centers, private homes, and undeveloped land. Examination of property from the viewpoint of investor/owner, seller, broker, and lender. Various methods of financing real estate.
FIN	2945	Real Estate Management	2	Covers residential, office, and retail properties, and provides an introduction to the principles and practices of real estate management. Topics include forms of real estate ownership, budget and financial reports, marketing and leasing, rent collection, emergency procedures, maintenance, and property inspections. Also covers landlord-tenant relations, labor relations, environmental law, building and housing codes. Prerequisite(s): FIN 1001/H and FIN 2949 may be taken as a prerequisite or corequisite.
FIN	2947	Real Estate Industry Seminar	2 TO 3	The multi-trillion dollar Real Estate asset class spans all aspects of daily life in the modern world. This class showcases the leadership, vision and expertise of some of the pre-eminent executives in the field of Real Estate. Prerequisite(s): FIN 1001; and FIN 2949 may be taken as prerequisite or corequisite.
FIN	2948	RE Plan, Design & Construction	2	This course introduces students to Real Estate Construction. The emphasis of this course will be on the management of new construction and renovations. The course is oriented to undergraduate students interested in hard asset development. Prerequisite(s): FIN 1001. Crosslisted with REA 2948.
FIN	2949	Real Estate Finance	3	Examines the methods and techniques used by investors, developers, and lenders in evaluating income-producing real estate investment debt and equity investments. Students identify sources of capital and analyze the types of financing available in the real estate industry. Topics include mortgage instruments and notes, mortgage underwriting, the secondary mortgage market, and the construction loan. Prerequisite(s): FIN 1001, IDS 1131 and IDS 1020.
FIN	2963	Real Estate Investment	3	A solid understanding of investment cash-flow analysis. Examines methods of measurements employed in quantitative analysis of real estate investments and income-producing properties. Concepts and calculations covered include net operating income, cash on cash return, internal rates of return, net present value, discounted cash flow, capitalization, debt service, leverage, depreciation, capital gains, and income taxes. Prerequisite(s): FIN 1001, MAN 2943/REA 2943. (Cross-listed with as REA 2963.)
FIN	3010	Principles of Insurance	3	
FIN	3011	Principles of Insurance	3	Discusses the basic principles of the field of insurance and risk management, including ethical, financial, social, economic, and political issues. Students analyze institutional aspects of risk management to allow the business or individual to minimize financial loss from unforeseen courses.
FIN	3015	Global Insurance	3	
FIN	3020	Financial Planning	3	A comprehensive study of personal management from the individual consumer, family, and small business points of view, with a life-cycle perspective. Explores 1) financial goals and objectives, budgets and other tools, money and money management, borrowing and debt management, tax planning, and housing; 2) personal risk management and insurance (life, health, property, and liability); 3) stocks, bonds, mutual funds, and other investments; and 4) retirement and estate planning.
FIN	3025	Corporate Risk Management	3	

FIN	3149	Real Estate Capital Markets	3	This course prepares the business student to understand the placement of Real Estate within capital markets. This course builds on the introduction to real estate finance class and financial principles and expands them to instruments used in their financing. We will explore residential and commercial real estate securities. Topics include senior subordinate structures, and mezzanine capital structures, waterfalls, the role of ratings agencies, underwriting grids, loan pricing, debt yield, RMBS and CMBS bond pricing, REITs, default, prepayment and extension valuation analysis. We will also consider the risk and pricing of real estate portfolios. Prerequisite(s): FIN 2949.
FIN	3301	Historical Dev.of Mod. Finance	3	An examination of the historical development of financial institutions and markets from the Middle Ages to the present. Focuses specifically on the contributions of key bankers and banking families/firms, such as Hayim Solomon, Alexander Hamilton, Bernard Baruch, Alex Brown, Goldman Sachs, Lehman, Kuhn Loeb/Jacob Schiff, Sandy Weill, Rothschild, and Warburg.
FIN	3310	History of Merchant Banking	3	What do Investment Bankers and Private/Merchant Banker do currently, and what have they done historically? Examines current practice in investment banking, merchant banking and private banking. Studies relevant valuation techniques and funding methodologies. Practical, recent cases and examples will be discussed. Emphasis on the United States, the United Kingdom, Europe, and Australia from 1815 to the present, and the fiscal, monetary, political, technological, banking, and financial market developments and issues that have affected these specialized financial intermediaries.
FIN	3401	Business Forecasting	3	Promotes strong fundamental understanding of forecasting techniques and their application to business. Covers simple linear regression, multiple regression, and logistic regression, and introduces time-series models. Discussion of the derivation of various models; development of the understanding needed to apply them to real-life business problems.
FIN	3501	Adv. Valuation & Restructuring	3	This course is designed to provide a practical application of corporate finance skills to a variety of corporate restructuring transactions. Mergers and acquisitions, initial public offerings, private equity placements, senior and mezzanine debt issuances, leveraged buyouts, and other complex financial restructuring transactions are reviewed. We will explore the economic rationale and process of each transaction, address fairness and solvency opinions and analyses, and place heavy emphasis on the role of an associate professional in analyzing each situation. Students will build and apply valuation models typically used in practice by investment banks, commercial banks, and corporate finance consultants. The course is designed for those interested in careers in corporate finance or strategic planning. Prerequisite(s): FIN 1408, FIN 2505, IDS 1131 or IDS 1131H.
FIN	3510	Options and Futures	3	Comprehensive overview of options and futures and other derivative assets. The market microstructure for derivatives and its evolution, trading applications; exchange operations. Trading mechanics, hedging and speculation, price forecasting, testing and optimizing trading systems, performance spreading, and option pricing theory. Students implement futures pricing, hedging, and valuation using simulation and real-time, Web-based database resources. Prerequisite(s): FIN 2505; and foundation courses may be taken as prerequisites or corequisites.
FIN	3601	International Bus	3	
FIN	3603	International Finance	3	Analysis of special topics in international finance, including international capital flows, theories of foreign exchange-rate determinations, Eurocurrency and Eurobond markets, and integration of multinational markets.
FIN	3604	Intern'tl Finance & Accounting	3	Analysis of special topics in international finance, including international capital flows, international accounting, theories of foreign exchange-rate determinations, Eurocurrency and Eurobond markets, and integration of multinational markets. Prerequisite(s): ACC 1002/H, FIN 1001/H, IDS1131/H Cross-listed with ACC 3604.
FIN	3720	Fixed Income Securities	3	Fixed income markets are much more important than equity markets. This course presents basic, non-complex, principles of pricing models for fixed income securities as well as public policy issues related to fixed income markets. Securities covered include government securities, municipal debt, corporate and junk bonds as well as some derivatives, mortgage backed and asset backed securities. The impact of the recent crisis on fixed income markets is analyzed. Prerequisite(s): ACC 1002, FIN 1001, IDS 1131; and IDS 1020 may be taken as prerequisite or corequisite.
FIN	3784	Angel & Venture Cap. Investing	3	This dynamic course explores the fundamentals of angel and venture investing. From sourcing deals, evaluation, structure, follow on and exit, this course, taught by two industry veterans with broad pedigree and experience, shares practical, experiential, soft and hard skills of the start-up ecosystem. Crosslisted with ENT 3784. Prerequisite(s): FIN 1001 and IDS 1131; and ENT 1020 or MAN 1020.
FIN	3785	Venture Fund Formation & Mgmt.	3	This course will be a dynamic blend of academic and hands-on practicum exploring venture fund formation, launch and administration. Students will actively participate in the formation, administration and management of a multi-million dollar venture fund - Macabee Ventures! Prerequisite(s): FIN 3784 or ENT 3784 or permission of Instructor.

FIN	3851	Financial Statement Analysis	3	Designed primarily for non-Accounting majors. Methods of communicating information about financing and operating activities of corporations, and techniques for analyzing and evaluating that information. Prerequisite(s): ACC 1002, FIN 1001 and IDS 1131. Crosslisted with ACC 3851.
FIN	3855	Corporate Accountability	3	The purpose of this course is to explore the meaning and future of corporate accountability. This course will examine the decreasing relevance in recent years of financial accounting information for investors and creditors. Students will explore reasons for this change, including the explosion of intangible assets as a source of firm value. In the second half of the course students will identify the increasing demands of investors for additional and more relevant corporate disclosures. In addition, we will critically explore various emerging practices in accounting including sustainability reporting, non-GAAP metrics, the Strategic Resources Report, and Integrative Financial Statements. Students will explore the costs and benefits of each of these emerging practices. Prerequisite(s): ACC 1002/H and FIN 1001/H. Crosslisted with ACC 3855.
FIN	3932	Capital Markets&Financial Inst	3	
FIN	4000	Financial Crises	3	Prerequisite(s): FIN 1001. Restriction(s): For Finance majors only.
FIN	4741	Finance Internship	1 TO 3	
FIN	4745	Research Internship	1 TO 3	
FIN	4901	Independent Study	1 TO 3	
FIN	4902	Finance	1 TO 3	
FIN	4930	Topics	1 TO 3	A course for subject matter not provided in other FIN offerings. The content may change from semester to semester. Students may elect this course several times, provided different topics are studied.
FIN	4970	Senior Research	0	An individualized approach to assisting each student in selecting a topic, designing, and completing the senior research paper required for graduation. Students work one-on-one with faculty members in their respective disciplines. Prerequisite(s): senior status.
FYSM	1012	Business Communication	3	This course asks students to think about business and professional communication in an academic context. By examining and participating in real-world writing and speaking situations, students will learn about rhetorical context, audience, collaboration, outcomes, and self-evaluation. The communications skills covered in this course include sentence-level writing, report writing, organization, PowerPoint, oral communication, and professional presentation. Students will also practice email, cover letter, memo, and resume writing in preparation for future professional situations and as a means to self-discovery. Prerequisite(s): FYWR 1020/H
IDS	1010	Math for Business	3	The objectives of this course are to provide an overview of (i) algebra, (ii) functions including exponential and logarithmic functions, (iii) their application to business through the study of the time value of money, and an introduction to the application of calculus and optimization to business. Students with MAT 1410 or 1412 or 1413 are exempt.
IDS	1015	Spreadsheet 101	1	This course introduces the use of Excel in business and personal settings, teaching students to solve problems, design flexible solutions, and independently develop advanced skills, including leveraging AI tools. This course may not be taken if student has already completed IDS 1020.
IDS	1020	Principles-Business Analytics	3	This course provides the background necessary to make decisions about computer-based information systems and to be an end-user. The course includes hands-on experience with personal computers and information systems management. Groups 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. Prerequisite(s): IDS 1010, or equivalent, may be taken as a prerequisite or corequisite.
IDS	1131	Statistics for Business	3	This course includes modern statistical methods as a basis for decision making. Topics include fundamentals of probability, discrete and continuous distributions, descriptive statistics, and inferential statistics. Credit is not given for STA 1021. Prerequisite(s): IDS 1010.
IDS	1300	Business Calculus	3	Applications of calculus for solving business problems. Topics include functions, limits, techniques of differentiation, marginal analysis, higher-order derivatives and optimization, integration, and applications of these techniques as they relate to business. Prerequisite(s): IDS 1001,1131. Only available for students who started before Fall 2021.
IDS	1400	Regression Analysis	1	Linear Regression Analysis: Topics include the simple linear regression model, inference in regression analysis, sensitivity analysis, multiple regression analysis, and introduction to time series analysis. Only available for students who started before Fall 2021.

IDS	1456	Quantitative Methods Management	3	Part 1. Applications of calculus for solving business problems. Topics include functions, limits, techniques of differentiation, marginal analysis, higher-order derivatives and optimization, integration, and applications of these techniques as they relate to business. Part 2: Linear Regression Analysis: Topics include the simple linear regression model, inference in regression analysis, sensitivity analysis, multiple regression analysis, and introduction to time series analysis. Prerequisite(s): IDS 1001, 1131. Only available for students who started before Fall 2021.
IDS	1556	Regr. Analysis & Visualization	3	This course will provide an overview of simple linear regression, multiple regression, and logistic regression. The material is focused on examples relevant to business applications. Students also learn how to generate effective visualizations. Prerequisite(s): IDS 1131 and IDS 1010 or equivalent.
IDS	2020	Data Visualization	3	This course is centered around understanding, visualizing and shaping information into dynamic visuals. The goal is to communicate, clearly and concisely exercising both left and right brain techniques to display quantitative and qualitative content. Prerequisite(s): IDS 1020.
IDS	2030	Bus. Analytics & Programming	3	Today, more than ever, businesses must learn to leverage their data as a strategic resource. This course introduces the tools and techniques used by data scientists, marketers and analysts to understand, manipulate and present the data that is the lifeblood of enterprises today. Students will learn modern techniques related to data manipulation, storage, retrieval and computer programming. Prerequisite(s): IDS 1020 and IDS 1131 may be taken as prerequisites or corequisites.
IDS	2160	Decision Models	3	This course introduces the basic principles and techniques of applied mathematical modeling via spreadsheets for managerial decision making. Students learn to use some of the more important analytic methods focusing on spreadsheet modeling. Students learn to develop models that can be used to improve decision making within an organization; sharpen their ability to structure problems and to perform logical analyses; translate descriptions of decision problems into formal models and investigate those models in an organized fashion; identify settings in which models can be used effectively and apply modeling concepts in practical situations. The course emphasizes model formulation and interpretation of results and is aimed at undergraduate students with little prior exposure to modeling and quantitative analysis, but it is appropriate for all students who wish to strengthen their spreadsheet and quantitative skills. The emphasis is on models that are widely used in diverse industries and functional areas, including finance, operations, and marketing. Prerequisite(s): FIN 1001 and IDS 1020; and IDS 1556 may be taken as a prerequisite or corequisite. Previously offered as INF 2160.
IDS	2460	Data Management Bus Analytics	3	The focus of the course is to have students become very comfortable with techniques for retrieving, storing, combining, manipulating, reorganizing, summarizing and presenting data in many different formats. Students will gain experience putting these techniques into practice by using various tools in isolation and in combination with each other. New tools are constantly being introduced to the market. However, with knowledge from this course, students should be prepared to understand underlying concepts and be able to adapt to new tools as they become available. Another, but no less important goal of the course is to continue to build on student's programming skills using the R programming language. Prerequisite(s): IDS 2030; and Foundation courses.
IDS	2550	Bus. Intel & Consumer Insight	3	Data mining is a powerful new technology with great potential to help companies focus on the most important information in the data they have collected about the behavior of their customers and potential customers. It discovers information within the data that queries and reports can't effectively reveal. This course explains what data mining is, how it can be used, and how it can help a company leapfrog its competition. Internet based applications such as social media, website usage, tracking and online reviews as well as a firm's own activities and business processes, are discussed as potential sources of data. Prerequisite(s): IDS 1020; and foundation courses may be taken as a prerequisites or corequisites.
IDS	2780	Sports Analytics	3	Students will learn how to apply state of the art analytical techniques to the world of sports. Prerequisite(s): IDS 1131/H and IDS 1010/H.
IDS	3000	Business Intelligence Capstone	3	This capstone course focuses on the integration of various methods and technologies a data scientist and a marketing analyst encounters. Students are required to complete a project simulating a real world data science environment. Specifically, students need to query databases, organize data, apply appropriate statistical models, utilize various software packages, and finally present their findings within a marketing context. Many of these steps will require computer programming. Prerequisite(s): IDS 2460 and IDS 2550; and foundation courses. This is a required Capstone course for Seniors graduating in the upcoming three semesters.
IDS	3800	Data Driven Decision-Making	3	This course will introduce students to the science of fact based, data driven, decision making. The course will expose students to different approaches, support tools, and analytical methods for decision making; enhance students' critical thinking skills and their ability to intelligently use information; and introduce students to modeling. Prerequisite(s): IDS 1020, IDS 1131/H, IDS 1456 or IDS 1556, FIN 1001.

IDS	3950	AI Assisted Products	3	The rapid business development of AI is reshaping how technical products and services are created and deployed. This course focuses on leveraging current AI tools in the business development of technical products and services. Focus will be on understanding the breadth of the technical landscape and applying that general knowledge to working with AI tools and applying them to the appropriate business scenarios. Students are expected to have one semester of coding as a prerequisite. Throughout the semester, students will work on developing working product(s) that can serve as an impressive addition to their portfolio of work. Prerequisite(s): IDS 2030, COM 1300, or equivalent.
IDS	4902	Independent Study	0 TO 3	
IDS	4930	Topics:	1 TO 3	
IDS	4970	Senior Research	0	An individualized approach to assisting each student in selecting a topic, designing, and completing the senior research paper required for graduation. Students work one-on-one with faculty members in their respective disciplines, as well as under the supervision of a technical manager, and may work on an information systems project in conjunction with industry. Technical report and final presentation are required. Previously offered as INF 4970.
INF	2120	Cobol For Business	3	This course is now listed as IDS 2120.
INF	2125	C++ Prog for Business	3	Object-oriented approach to solving business computer programming problems; a thorough, practical learning experience of object-oriented programming methods using the C++ language. Reducing system development time; increasing productivity of application programmers; code reusability; lowering system maintenance costs. This course is now listed as IDS 2125. Please see IDS 2125.
INF	2128	Java Programming	4	Introduction to procedural and object-oriented programming using Java. Topics include data types, expressions, I/O, controls structures (selection, loops), arrays, basic searching and sorting algorithms, exception handling, programmer-defined classes, and object-oriented design concepts. This course is now offered as IDS 2128. Please see IDS 2128.
INF	2130	Intermediate Java Programming	4	Object-oriented development concepts and Java facilities used to build large, complex "real-world" applications. Topics include recursion, exception handling, inheritance?creating and using class inheritance hierarchies, interfaces, UML?class, sequence and activity diagrams, collections?lists, sets, trees, maps, hashtables, iterators, Javadoc comments, multithreading?synchronization, thread-safe programming, communicating between threads, inner classes, graphical user interface (GUI programming with swing)?layout managers, events, painting, applets, database programming with JDBC (Java Database Connectivity), reflection API, JavaBeans, and JAR files. This course is now listed as IDS 2130. Please see IDS 2130.
INF	2132	Advanced Java Programming	3	Concepts and Java facilities used to create highly robust, fault-tolerant client/server applications that can scale to thousands of users. Many of these facilities are currently part of the J2EE package (Java 2 Enterprise Edition). Topics include application servers?components and EJBs (Enterprise JavaBeans?not the same as JavaBeans)?session EJBs, entity EJBs, message queuing with JMS (Java Messaging Service) and message-driven EJBs?parsing XML, network programming?TCP/IP sockets, RMI (remote method invocation), JNDI (Java Naming and Directory Interface)?Web development with JSP and servlets, Java security mechanisms, Java Web services, and SOAP. This course is now listed as IDS 2132. Please see IDS 2132.
INF	2140	Perl Programming	3	Scripting languages are often used by systems administrators to automate repetitive or time-consuming tasks. Course presents an overview of scripting using UNIX shell and the Perl programming language. Perl is designed for rapid development. Its many uses range from automated systems administration tasks to database and Web programming. Perl is available for all major operating systems and is used extensively under UNIX. Now listed as IDS 2140. Please see IDS 2140.
INF	2150	Excel for Business	3	Excel for Business provides students with a foundation in business level literacy skill needed for understanding and creating worksheets, using functions and analyzing data. Business modeling, personal applications, and hands-on problem-solving activities are all part of this exercise-oriented course approach. Now listed as IDS 2150. Please see IDS 2150.
INF	2223	Adv Cobol For Bus	3	This course is now listed as IDS 2223.
INF	2226	Adv C++ For Business	3	Advanced programming techniques for designing object-oriented business applications with the C++ language. Topics range from basic objects as low-level data manipulation?such as linked list and sorting?to high-level graphical user interface objects, such as Windows. Application development from design to implementation stages. Now listed as IDS 2226. Please see IDS 2226.
INF	2250	Design & Dev of Web Based Sys	3	Programming techniques for creating dynamic database-driven Web sites. Topics include client side programming with JavaScript and server side programming with server side languages such as ASP.Net and PHP. Course presumes students already have a working knowledge of HTML. Same as ENT 2250. Now listed as IDS 2250. Please see IDS 2250.

INF	2251	Advanced Internet for Business	3	advanced HTML, techniques for improving web site design and effectiveness, sophisticated web development tools, maximizing the benefits of internal and external search engines, customer-integrated transaction-processing systems, domains and the hosting of web pages, intranets and extranets, on-line databases; an object-oriented approach to design; and the convergence of emerging technologies for use on the Internet. This course is now listed as IDS 2251 Please see IDS 2251.
INF	2610	Business Operating Systems	3	Major operating-system environments that are implemented by all types of organizations; operating-system utilities such as file management, disk management, memory management, backup and restore, data recording, and data compression. Hands-on experience in several operating systems. Now listed as IDS 2610. Please see IDS 2610.
INF	2822	Systems Analysis I	3	Processes, techniques, and issues related to the analysis and design of business information systems. The system-development life cycle, project feasibility, cost/benefit analysis, input, output, and file design. Techniques such as data flow diagrams, entity relationship diagrams, process descriptions, and Bachman diagrams. A CASE tool, Visible Analysis Workbench, is used to generate many of these constructs. Access is used to illustrate prototyping of input and output documents. Now listed as IDS 2822. Please see IDS 2822.
INF	2823	Systems Analysis II	3	Applies the methods discussed in Systems Analysis I. Working in small groups, students analyze and design a computer-based information system. The project includes problem definition and data gathering; analysis of technological, operational, and economic feasibility; logical system design; file and database design; and input and output prototyping. Covers project management techniques including scheduling, monitoring and control, change control, and project reporting. Now listed as IDS 2823. Please see IDS 2823.
INF	3121	Systems Administration I	3	Essential disciplines of major areas of knowledge and understanding, and practical application of computer systems administration in the business environment. Focuses on the Windows 2003 Server and Unix operating systems, and encompasses the TCP/IP network protocol. This course is now listed as IDS 3121. Please see IDS 3121.
INF	3123	System Security	3	Essential principles and practices of implementing and designing computer network systems? security: security organization, physical security, access control, communication security, analyzing business requirements, systems security, integrity, reliability, availability, security modes, risk management, and operating systems security. Now listed as IDS 3123. Please see IDS 3123.
INF	3125	Systems Administration II	3	Builds on the information covered in Systems Administration I and addresses advanced administration of the network, with special emphasis on security concerns. Also covers the administration of various other servers in the corporate environment, including e-mail, Web, PKI, and application servers. Listed as IDS 3125. Please see IDS 3125.
INF	3322	Network Design I	3	Now titled as IDS 3322. Please see IDS 3322.
INF	3514	Telecommunications	3	Communications networking in business, with emphasis on the issues and techniques for design and operation of wide area networks (WANs), local area networks (LANs), and remote access service (RAS). Network topology, routing, circuit and packet switching, security, queuing, and network management. The role of information systems communication networks as they relate to business organizations and business decision-making processes. Hands-on experience using appropriate application packages on networks. Now titled as IDS 3514. Please see IDS 3514.
INF	3520	Network Design I	3	Fundamental principles of computer networking and telecommunications, including foundation communications concepts, network architectures and protocols, signaling and encoding, media, transmission techniques, local area networks, security, and management. Addresses both technical and business/managerial considerations. Students work on a network design project. Now titled as IDS 3520. Please see IDS 3520.
INF	3522	Network Design II	3	Builds on the information covered in Network Design I. Discusses selected advanced topics in network design, such as advanced network security, wireless protocols, telecommunications, voice over IP, IPV6, etc. Now titled as IDS 3522. Please see IDS 3522.
INF	3530	Networking and Data Communication	3	Now listed as IDS 3530. Please see IDS 3530.
INF	3560	Database Management	3	Design and administration of relational database systems. Topics include table structure and normalized forms, basic and advanced SQL, indices, views, database integrity constraints, stored procedures and scripting, triggers, transactions, distributed databases, database recovery, entity-relationship diagrams, data warehousing, OLAP, 3-tier architecture, security. Now listed as IDS 3560. Please see IDS 3560.
INF	3830	Computer Technology	3	Study of the hardware components of a computer: how they work and how the operating system controls them. Hands-on introduction to basic networking skills. Students build a computer from a kit and learn to troubleshoot hardware issues. Now titled as IDS 3830. Please see IDS 3830.
JUD	2610	Jewish-World Interaction	1 TO 4	

JUD	2611	Values-Based Leadership	2	This course will present some foundational Jewish texts from Tanakh and selected writings in the arena of leadership literature to help students develop a broad understanding of Jewish leadership and to integrate ancient wisdom into contemporary living at home and in the office. Students will follow a trajectory through the semester from personal leadership to interpersonal leadership to organizational leadership and will have occasional conversations with guests, watch leadership videos, and apply the concepts we are learning practically in our discussion of case studies. Jewish Studies requirement for Sy Syms students ONLY. Fulfills JUD 2610 requirement.
JUD	2612	Commerce, Community&Leadership	2 TO 3	This course offers students the opportunity to use a historical lens to explore Jewish relationships with majority cultures, the role of commerce in shaping Jewish life, and to examine communal challenges and leadership responses.
JUD	2613	The Rav's Values in Practice	2	The mission of the Sy Syms School of Business is to develop Torah-grounded professionals who excel in the workplace and in the community. As part of this vision, the Jewish Values courses prepare students for their futures as religious Jews in their workplaces and communities, by deepening and broadening their knowledge of, and inspiring stronger commitment to, their Jewish values. This course seeks to do that through studying selections of Rabbi Soloveitchik's writings. By carefully reading selections of the Rav's writings we hope to explore how the Rav's teachings inform and impact nearly all aspects of our personal, professional, familial, and communal lives.
JUD	2614	Designing Your Jewish Life I	2 TO 3	This course introduces students to challenges and opportunities they will face regarding work/life balance, religion at work, choice of occupation, fiscal responsibility, healthy use of social media, business risks, community, and the pursuit of a meaningful career. Jewish Studies requirement for Sy Syms students ONLY fulfills JUD 2610 requirement
JUD	2615	Designing Your Jewish Life II	2 TO 3	This course continues to discuss with students the challenges and opportunities they will face regarding work/life balance, religion at work, choice of occupation, fiscal responsibility, healthy use of social media, business risks, community, and the pursuit of a meaningful career. Prerequisite(s): JUD 2614.
JUD	2616	Jewish Law, Economics, & Philo	2 TO 3	Jewish Studies requirement for Sy Syms students ONLY
JUD	2617	Tradition and Innovation	2	This course explores the interplay between timeless Jewish principles and the dynamic realities of the modern era. The course examines foundational concepts such as "Torah u-Madda" the ethics of disagreement, and Jewish responsibility in diverse spheres, including the workplace, family, and global community. Students will grapple with contemporary challenges like AI, social media, gender roles, and antisemitism while reflecting on Jewish perspectives on art, leisure, and the State of Israel. Through interactive discussions, critical readings, and a semester project involving interviews with business professionals, participants will develop a nuanced understanding of how Jewish values shape and are shaped by evolving societal contexts.
JUD	2620	Jewish Business Law	1 TO 4	This course explores application of Jewish civil law in the contemporary commercial marketplace, including: (1) interaction between Jewish law, secular law and commercial custom (2) contemporary beit din procedure and jurisprudence (3) substantive principles of Jewish law in the contemporary marketplace. Jewish Studies requirement for Sy Syms students ONLY
JUD	2630	Jewish Public Policy	1 TO 4	This course examines the intersection of Judaism and public policy in three ways: (1) Jewish approach to public policy issues, (2) how public policy affects the Jewish community, (3) internal application of public policy to Jewish community institutions and organizations. Jewish Studies requirement for Sy Syms students ONLY
JUD	2640	Practical Workplace Halachah	1 TO 4	This course will deal with issues like: business meetings in non-kosher restaurants; shaking hands with the opposite gender; social gatherings and holiday parties; personal use of office supplies; yichud; setting aside time to learn; minchah during the workday, etc. Jewish Studies requirement for Sy Syms students ONLY
MAN	1020	Principles of Strategy	3	What makes some companies successful while others fail? How can a company successfully grow? Principles of Strategy will answer these two fundamental questions, providing students with skills needed for careers in strategy consulting, venture capital, finance, the startup world, and business development. Using building blocks from economics, finance and marketing, the course is grounded in a conceptual understanding of strategy, with application to real-world companies. The nature, functions, and responsibilities of management; various systems of managerial thought and decision making; formal and informal organization; systems concepts; organizational styles; control systems; organizational changes and adaptation.
MAN	1949	Real Estate Finance	3	

MAN	2110	Organizational Behavior	3	An analysis of human work behavior at the individual, interpersonal, team and organizational levels. Emphasis is on the development of interpersonal competencies to allow individuals to effectively work as managers or professionals in the rapidly changing, team-oriented, culturally diverse and technologically integrated global climate facing modern organizations. Covers classical behavior, social systems, management science, and empirical theories of organization, as well as role theory, group dynamics, motivation, leadership, decision making, and communications. An understanding and appreciation of the complexities in balancing organizational goals with human needs. Prerequisite(s): MAN 1020.
MAN	2370	People Management	3	This course is an introduction to the human resource management function and related elements and activities to examine the role of the human resource professional as a strategic partner in managing today's organizations. Key functions such as recruitment, selection, development, appraisal, retention, compensation, and labor relations are examined. Emphasis is placed on employee engagement strategies and the role the human resource professional plays in creating an engaged and productive workforce as well as his/her support of other functional managers. Prerequisite(s): ENT 1020 or MAN 1020. Crosslisted with ENT 2370.
MAN	2380	Total Rewards	3	Provides an overview of the key components of a Total Rewards system. Employee compensation is explored from the perspectives of the society, key stakeholders, the organization, and the external environment. Focus of the course is to present a Total Rewards model that provides a structure for understanding total compensation systems. Prerequisite(s): MAN 1020 or MAN 2010H.
MAN	2400	Anatomy of a Real Estate Deal	3	This course examines the fundamentals of real estate acquisition, financing, development, leasing, management and ownership of real estate. We will work through the basics of some of the key stages of the life cycle of several forms of real estate transactions, with a large focus on hospitality properties. We will also become acquainted with other forms of real estate assets. You will be involved in negotiating and drafting portions of sample deal documents, including term sheets, material transaction documents (such as purchase agreements, leases, loan agreements, leases and management agreements). While there are no prerequisites to this course, those interested in taking this course should be prepared to heavily utilize their writing skills and be interested in improving their writing and negotiating skills. Significant class participation and projects (including group projects) are expected and will constitute a material portion of a student's final grade.
MAN	2510	Turnaround Business Strategy	3	A turnaround situation refers to those companies whose financial performance indicates that the company will fail in the foreseeable future unless short-term corrective action is taken. Addresses key ingredients that characterize a successful turnaround, and describes what turnaround practitioners need to do to rescue a distressed company. Course content includes crisis stabilization, stakeholder management, strategic focus and more. Additionally it will describe how leadership is provided by turnaround practitioners throughout the turnaround process. Prerequisite(s): MAN 1020, MAN 3780. (Cross-listed with ENT 2510)
MAN	2550	Bus. Intel & Consumer Insight	3	The rapid proliferation of the Internet and related technologies has created an unprecedented opportunity for enterprises to collect massive amounts of data regarding customers and all aspects of their business operations. As a result the practice of marketing is changing and marketing decisions made by companies are becoming more and more data based. Yet the reality is that most organizations today are (i) data rich but information and knowledge poor, and (ii) not harnessing the full potential of their data, which is perhaps the second most important asset after human capital. Internet based applications such as social media, website usage tracking and online reviews provide access to vast amounts of data regarding customers, suppliers, competitors as well as a firm's own activities and business processes. Being able to unlock consumers' insights and knowledge trapped in such raw data constitutes a key lever for competitive advantage in hypercompetitive business environments. This course is designed to showcase the virtually unlimited opportunities that exist today to leapfrog the competition by leveraging the data that organizations routinely collect every day, but which they hardly use strategically to make decisions at various points in the value chain. Students will be exposed to a wide gamut of issues related to Consumers buyer behavior and insights, data analytics and business intelligence. Prerequisite(s): IDS 1020 and MAR 1001. Corequisite(s): IDS 1131.
MAN	2621	Applied Research	3	The goal of this course is to provide a fundamental understanding of marketing and management research methods. Marketing and management research is an organized way of developing and providing information for decision-making purposes. This course will provide you with the skills for systematic problem analysis and the ability to translate management problems into marketing research problems. It will provide you with a 'hands-on' experience by going through the full process of marketing and management research from the formulation of the research problem through the research design, the data collection methods, the questionnaire design, the sampling schemes, and the data analysis. This course will focus on both qualitative and quantitative aspects of marketing and management research. Prerequisite(s): MAN 1020, MAR 1001, IDS 1131.

				While marketing and management are core functions in any business, they are far more critical in a startup. Since the build it and they will come theory typically doesn't work in reality, marketing and management are critical to ensure fledgling companies can operate at a high level, find product-market fit, identify their target market, and create and execute integrated plans that attract talented employees and loyal consumers alike. What makes the disciplines of marketing and management within a startup unique? You have to achieve these milestones with limited resources, whether it's time, money or talent. Every effort, no matter how small, has to be well-planned, flawlessly executed, and meticulously measured. And to add an additional level of difficulty, what often works in traditional companies with scale doesn't usually work for startups. This course will help students understand the art and science of startup marketing and management, the secrets behind testing, learning, and identifying the right management practices and marketing mix that works for their startup.
MAN	2700	Start-up Marketing	3	
MAN	2818	Hospitality & Tourism	3	This introductory course will present an overview of the structure and financial performance of the hospitality industry. The focus of the course will be on business strategy, marketing and operations - and how these disciplines are used to address customer needs in light of rapidly changing global, cultural and economic trends.
MAN	2828	Behavioral Economics	3	This course is an introduction to behavioral economics and its applications. The course will focus on the statistical analysis of experimental data using non-parametric techniques (no previous statistics coursework required), and the application of experimental methods to identify behavioral regularities related to risk preferences, the endowment effect, overconfidence, framing, probabilistic assessment and other areas of decision-making. Students are required to complete a final experimental design project, which will include motivating theory, novel research hypotheses, proposed analytics, and implementation details.
MAN	2941	Sports Marketing Management	3	This course examines the world of sports as a business and will focus on attracting the ultimate customer-sports fans in an increasingly competitive, fragmented and global service. The course will discuss the management of sports at professional, collegiate and special event levels focusing on the role marketing plays in planning and decision making in attracting fans and the other major customer sponsors. Other topical areas will include: sports branding; athlete management; globalization; event sponsorship and marketing; media involvement; fantasy sports; sports vendors; sports innovations and the value and ROI of investing in sports . Students will study current opportunities and threats facing sports and entertainment properties and trends that may impact the future of sports and its various audiences. Prerequisite(s): MAR 1001. (Cross-listed with ENT 2941/MAR 2941)
MAN	2943	Principles of Real Estate	3	Provides an overview of the field of real estate and prepares the student for the New York State Real Estate Salesperson examination. Topics include license law and regulations, law of agency, real estate instruments, estates and interests, real estate financing, land use regulations, introduction to construction, appraisal, human rights, fair housing, real estate mathematics, and environmental issues. Prerequisite(s): MAN 1020/MAN 1020H. (Cross-listed with REA 2943)
MAN	2945	Real Estate Management	3	Review of residential, office, and retail properties and an introduction to the principles and practices of real estate management on a daily basis. Topics include forms of real estate ownership; budgeting and financial reports; marketing and leasing; labor relations; emergency procedures; federal, state, and city laws; and rent collection. Analysis of the financial and physical management functions. Students will learn how to create an operating budget on a cash basis and a capital budget. Prerequisite(s): MAN 2943/REA 2943. (Cross-listed with REA 2945)
MAN	2947	Real Estate Appraisal	3	Fundamental theories and principles of real estate valuation. Examines the nature of the national, regional, and local economies and the economic factors that affect the value of real property. Topics include basic appraisal methodology, including cost, direct sales comparison, and income; analysis of the appraisal report including regional, neighborhood, and property analyses and supporting documentation. Prerequisite(s): MAN 2943/REA 2943 (Cross-listed with REA 2947)
MAN	2949	Real Estate Finance	0 TO 3	
MAN	2951	Real Estate Law	3	Survey of the basic principles of real estate property law for investment, lending, leasing, and development for both residential and commercial transactions. Students become familiar with terminology employed in describing various property interests and with legal concepts involved in the acquisition, construction, leasing, financing, and sale of real estate property and real estate projects, including alternate forms of ownership, co-ownership, cooperatives, and condominiums. The most commonly encountered liens and encumbrances are reviewed, as well as how they are dealt with in the context of a title search and the recording act. Legal documents used in lending, development, and investment of real estate. Prerequisite(s): MAN 2943/REA 2943. (Cross-listed with BLW 2951/REA 2951)
MAN	2963	Real Estate Investment	3	

MAN	3011	Principles of Insurance	3	Examines the basic principles of the field of insurance and risk management, including ethical, financial, social, economic, and political issues. Students analyze institutional aspects of risk management to allow the business or individual to minimize financial loss from unforeseen forces. Prerequisite(s): FIN 1001, MAN 1020.
MAN	3015	Leadership	3	The focus of this course is to assist students in developing their competencies and goals regarding leadership. Students explore theories and concepts of leadership and their application in practice. Attention is given to identifying personal leadership styles and skills, and learning how to adapt and use them. Topics include behaviors of effective leaders, the use of vision, power and influence strategies, dealing with multiple stakeholders, organizational politics, and ethics. Prerequisite(s): FIN 1001, MAN 1020.
MAN	3020	Financial & Estate Planning	3	This course is a comprehensive survey of personal and family financial planning, a complex multi-disciplinary field also known as asset management and wealth management. The substantive areas covered are: (1) money and credit; (2) owning a residence; (3) taxes; (4) investments (mostly securities); (5) insurance; (6) retirement plans; and (7) estate planning. The textbook will be supplemented by handouts, especially with regard to taxes, and current trends and developments will be followed. The course provides knowledge that is immediately useful in any student's personal and family affairs, and it provides a foundation for further study in professional fields such as banking, investments, accounting, and law, and the specialized field of financial planning itself. Prerequisite(s): FIN 1001, MAN 1020.
MAN	3021	Entrepreneurial Law	3	Choosing, forming, and managing different types of business organizations, including sole proprietorships, joint ventures, franchises, business trusts, general and limited partnerships, LLPs, LLCs, and corporations. Trademark, copyright, patent, and trade secret considerations; labor law and employer-employee relations. Prerequisite(s): BLW 2021 or BLW 2111. Crosslisted with BLW 3021 and ENT 3021.
MAN	3025	Corporate Risk Management	3	Advanced techniques for analysis and management of property and liability risks, including self-insurance and captive insurers, contrasted with traditional insurance methods. Catastrophe bonds and other securitization methods. Global security issues, anti-fraud and crime control techniques, disaster management, and continuity planning.
MAN	3316	Social Entrepreneurship	0 TO 3	
MAN	3318	Social Media	0 TO 3	
MAN	3321	Brand Management	3	This course is devoted to the management of brand equity, i.e., the value of the brand to the organization. Specific topics to be covered include defining and measuring brand equity, branding a service, launching a new brand, brand positioning, building and leveraging a brand, strategic brand management, and brand extension. Prerequisite(s): MAN 1020 and MAR 1001. Cross-listed with MAR 3321.
MAN	3323	Creative Advertising	0 TO 3	
MAN	3327	Managing Sales	0 TO 3	
MAN	3328	Managing Sales in Hi-Tech Co.	0 TO 3	
MAN	3410	Startup Strategy	3	Entrepreneurs face unique challenges in building a business, and even more so in the early stages. This course will address these specific challenges, and help students understand the ways to navigate these potential roadblocks in order to build their companies. Topics covered will include how to source funding, market and industry analysis, and lean startup principles, among others.
MAN	3500	Fashion Fundamentals	3	Introduces the terminology and principles necessary to be successful in the fashion business through a dynamic lecture and workshop-based format. Students study fashion classifications, garment detail and construction, sources of fashion information, and the modern history of fashion. Students will learn the scope and global nature of the fashion business through the use of industry research, case studies and hands-on projects.
MAN	3501	Israel Business Environment	3	Introduction to high tech, venture capital in Israel; overview of the Israeli economy, its accounting, business and tax laws, entrepreneurial environment, cultural issues; investing in Israeli start-ups; leading corporations in Israel; job market in Israel. Prerequisite(s): MAN 1020/MAN 1020H; MAR 1001/MAR 1001H. (Cross-listed with ENT 3501)
MAN	3502	Creative & Innovative Prod Dev	3	
MAN	3504	Systematic Inventive Thinking	3	Systematic Inventive Thinking is a method that helps companies develop a culture and practice of innovation. In this course, students learn skills for thinking and acting differently in an effective way. This leads to generating ideas that are both innovative and practical. Furthermore, with this approach the student can learn how to make innovation consistent, systematic and reliable within organizations. Crosslisted with MAR 3504.
MAN	3510	Sports Management	3	

MAN	3520	Megatrends: Blockchain to AI	3	The best know emerging companies are those that ride a trend or set of trends to success. After reviewing some of the big trends over the past two decades, the course will cover how to spot new businesses opportunities now and in the future. The course will also cover designing product, marketing and sales strategies to exploit these trends to create a successful new venture.
MAN	3601	International Business	3	The environment of international business. Problems, policies, and operations of multinational corporations, with a focus on global logistics and production planning, alternative forms of ownership, and methods of control. Prerequisite(s): MAN 1020, MAR 1001.
MAN	3605	Cross Cultural Int. Business	3	This course seeks to provide students with an understanding of the process of cross-cultural management and the challenges that they face while working internationally. Effective training and exposure to cultural differences around the world can help people learn to successfully manage the ever culturally diversified workforce domestically and overseas. Prerequisite(s): MAN 1020, MAR 1001.
MAN	3610	Health Care Management	3	Introduction to the functional role of the health services manager in various organizational settings, utilizing contemporary case studies. An overview of health care delivery systems in the United States, hospital administration on both the inpatient and outpatient sides, physician practice management, long-term and home health care, fundamentals of health care reimbursement, the impact of managed-care organizations, and strategic planning and marketing. Prerequisite(s): MAN 1020.
MAN	3620	Negotiations	3	The purpose of this course is to elevate students' negotiation skills from instinctive to strategic. It will draw from a variety of disciplines- law, entrepreneurship, and international relations, and bring together cases and in-class negotiation simulations to illuminate the real-life application of negotiation strategy.
MAN	3701	Business & Society	3	The interorganizational problems that confront the corporate system in its interrelationships with individuals, government, and the global society. Corporate social responsibility, competition, employee relations, collective bargaining, and analysis of ethical and cultural issues.
MAN	3710	Management Non- Profit Organiza	3	Examines the leadership issues unique to nonprofit organizations from the perspective of the volunteer board of directors, the chief executive officer, and his or her staff. Nonprofit institutions are growing rapidly. They include educational, research, health care, art, cultural, religious, social and welfare services, advocacy, legal services, international assistance, foundations, and mutual benefit professional and trade associations. The course explores the leadership skills, organizational attributes, accountability, and ethical demands of the nonprofit sector. Prerequisite(s): MAN 1020.
MAN	3720	Business Strategy	3	Capstone course required and management majors: integrates SSSB courses; defines and analyzes the formulation and implementation of corporate objectives and strategies; uses cases and/or computer simulations to develop policy skills. Prerequisite(s): MAN 1020, MAR 1001 and upper-class status at Sy Syms.
MAN	3730	Business in a Global Society	3	The key elements in the challenge facing policy makers as the United States positions itself to compete in the global marketplace. Managers facing international decisions make judgments that determine which countries flourish and which do not. This course considers why some countries and their corporations have managed to outpace others and increase their power and influence in the world.
MAN	3771	Innovation Lab I	3	This course is an opportunity for students to get hands-on experience and exposure to processes and technologies in the startup industry.
MAN	3772	Innovation Lab II	3	This course is an opportunity for students to get hands-on experience and exposure to processes and technologies in the startup industry.
MAN	3780	Principles of Entrepreneurship	3	New venture initiation and development; the practical approach to developing and implementing procedures and techniques for starting an enterprise. Class discussions based on readings and case studies. Prerequisite(s): MAN 1020 or MAN 1020H. (Cross-listed with ENT 3780)
MAN	3781	Startup Strategy	3	Many, if not most, early stage enterprises face common challenges. From how to attract top-flight talent, to getting financiers, suppliers and customers to take you seriously, this course is designed to give the student tools with which to navigate these early entrepreneurial waters.
MAN	3784	Angel & Venture Cap. Investing	3	This dynamic course explores the fundamentals of angel and venture investing. From sourcing deals, evaluation, structure, follow on and exit, this course, taught by two industry veterans with broad pedigree and experience, shares practical, experiential, soft and hard skills of the start-up ecosystem. Prerequisite(s): FIN 1001, MAN 1020.
MAN	3785	Venture Fund Formation & Mgmt.	3	This course will be a dynamic blend of academic and hands-on practicum exploring venture fund formation, launch and administration. Students will actively participate in the formation, administration and management of a multi-million dollar venture fund - Macabee Ventures!
MAN	3786	New Venture Planning	3	Use of the business plan, the critical element of entrepreneurship, as a guide to the successful operation of a business venture. Students learn the essential ingredients necessary for an effective plan, select and present an enterprise that they are personally interested in, and develop a persuasive written plan that can be used to attract financing, key employees, and mentors. Prerequisite(s): MAN 1020, MAR 1001; and MAN 3780 or ENT 3780. (Cross-listed with ENT 3786)

MAN	3788	Managing the Family Business	3	Owners of entrepreneurial and family businesses face unique issues. Special problems include integrating family members into the business, motivating and retaining non-family employees and business succession strategies. Viewed from a multi-disciplinary perspective that includes legal, tax and behavioral considerations, the course examines selection of business form, tax planning, financing and cash flow planning. Prerequisite(s): ACC 1001, 1002, FIN 1001, MAN 1020, MAR 1001. (Cross-listed with ENT 3788)
MAN	3790	Managing a Growing Business	3	Managing and enhancing an ongoing growth business organization, including establishing a management team, satisfying investors, and building loyal customers. Labor employment laws, merger and acquisition strategy, strategy for capital foundation, and business conflicts and resolutions. Prerequisite(s): MAN 1020/1020H, and MAR 1001. (Crosslisted with ENT 3790)
MAN	3791	Managing a Growing Business II	0 TO 3	
MAN	3796	Franchising and Licensing	3	Essential elements of franchising from the viewpoint of both franchiser and franchisee. Explores franchising opportunities and their planning and implementation. Discussion of licensing and distributorship as viable business ventures. Prerequisite(s): MAN 1020, MAR 1001. (Crosslisted with ENT/MAR 3796)
MAN	3834	Management & Technology	3	Examines information technology as a managerial resource. Extensive discussion and analysis of the organization's structural, cultural, and operational resources as they relate to the information technology function. Prerequisite(s): INF 1020, MAN 1020/MAN 1020. (Crosslisted with INF 3834)
MAN	3871	Managing Fraud in Workplace	3	Covers all major methods employees use to commit fraud, why fraud is committed, how to deter fraudulent conduct, and how allegations of fraud should be investigated and resolved. Prerequisite(s): MAN 1020/MAN 1020H and ACC 1001 may be taken as prerequisite or corequisite. (Crosslisted with ACC 3871)
MAN	4001	Principles of Success	3	Students may appear different in look, interests and life trajectory, but they all share one similarity: their desire for success. They each choose certain courses, socialize with certain friends and make certain decisions, be it career, familial or spiritual, in pursuit of success. This course will recognize the role of spirituality in one's pursuit of life success. Students will develop critical thinking and decision making skills; learn how to make a decision in a systematic way; develop effective written and oral communication skills; and understand how to achieve success in multiple areas of life, even if such areas appear mutually exclusive. (Crosslisted with ENT 4001)
MAN	4002	Leadership in Non-Profit World	3	This course explores issues of leadership, especially in the not-for-profit sector. Discussions will issues of management and leadership, including team building, vision, charisma, conflict of values, professional and board relations, and determining who the client is. The course will draw on a variety of historical, political, business and Torah sources to illustrate the commonalities and differences of leadership styles and how such styles effect different situations.
MAN	4635	Seminar in Business Ethics	3	Organized around six practical but open-ended questions, this course examines the central role of ethics for business decision making. Presents the concept of corporate social responsibility from various theoretical perspectives, including Jewish values. Specific issues are discussed and evaluated. (May be used in place of BLW 2021 or as a MAN elective). Prerequisite(s): Junior or senior status. (Crosslisted with ENT 4635)
MAN	4745	Research Internship	1 TO 3	
MAN	4901	Independent Study	1 TO 3	
MAN	4930	Topics:	1 TO 3	A course for subject matter not provided in other MAN offerings. The content may change from semester to semester. Students may elect this course several times, provided different topics are studied.
MAN	4931	Contemp. Problems in Business	3	Today's business environment requires imaginative leadership to deal with the turbulent global marketplace. Top executives from leading multinational corporations present a general overview and discuss the corporate culture of their organizations, outline the competitive climate in their industries, and share their views of the ingredients needed to survive in today's rapidly changing economic environments. Prerequisite(s): Upper-class status or permission of Sy Syms Dean. (Crosslisted with ENT 4931)
MAN	4932	Contemp Prob In Bus	3	Today's business environment requires imaginative leadership to deal with the turbulent global marketplace. Top executives from leading multinational corporations present a general overview and discuss the corporate culture of their organizations, outline the competitive climate in their industries, and share their views of what ingredients are needed to survive in today's fast-changing economic environments.
MAN	4933	Topics:	1 TO 3	
MAN	4934	Topics:	1 TO 3	
MAR	1001	Principles of Marketing	3	An introduction to the basic concepts of market definition, consumer behavior, and the principal marketing functions: product line development, pricing, distribution, promotion, sales-force management, advertising, research, and planning. Cases and examples are utilized to develop problem-solving abilities and provide students with a glimpse into the Marketing world. Prerequisite(s): IDS 1010 or equivalent.

MAR	2210	Direct Marketing	3	Direct marketing allows the seller to measure the impact of promotional activity. The course incorporates important and crucial inputs from the Direct Marketing Association (DMA). It also examines the use of catalogs, mail order, mailing-list selection, TV, radio, print, the Internet, and telemarketing. Emphasis is placed on management's utilization of direct marketing strategy and implementation. Prerequisite(s): MAR 1001/MAR 1001H. Crosslisted with ENT 2210.
MAR	2225	Reimagining Mktg w Technology	3	An explosion in technological innovations together with data deluge are driving constant, and unpredictable changes in the business landscape and revolutionizing the marketing function. This course is designed to help students navigate the dynamic, complex and ambiguous business environment by leveraging emerging technologies (AI, Blockchain/Web3, Metaverse, IOT, and more) to reach and engage consumers in new and impactful ways, create sustainable competitive advantage and build brands of the future. Prerequisite(s): MAR 1001 may be taken as a prerequisite or corequisite.
MAR	2250	Design & Dev of Web Based Sys	0 TO 3	
MAR	2255	E-Commerce, Internet Marketing	3	The tremendous growth of online business activity has made buyers more aware of their choices and vendors conscious of the need to be 'connected' to their customers. The course reviews the practical applications of e-commerce in the market-place today, including both customer-to-business and business-to-business interactions. Associated business models, security and firewalls protocols (authentication, encryption, SSL, X.509, LDAP), electronic payment protocols (SET, e-cash), collaboration/online catalogs, and the required network infrastructure (TCP/IP). Prerequisite(s): INF 1020 or INF1030; MAR 1001/MAR 1001H. (Crosslisted with ENT 2255/INF 2255)
MAR	2320	Email Marketing	3	This course will teach students the solutions they need to create effective and responsible email marketing efforts. Students will learn email marketing automation, streamlining customer lifecycle with lead generation and nurturing strategies and understand technical features and capabilities of email marketing campaigns to achieve marketing goals. Prerequisite(s): MAR 1001.
MAR	2340	Intro to Search Marketing	3	This course is designed to help the student understand how the search advertising eco system works from marketers' perspective. The students will gain relevant knowledge, terminology and practical skills required to understand search marketing strategies used by businesses to grow revenue. In addition, the course will touch on web analytics, tracking mechanisms, automated advertising, attribution of marketing dollars in search, website page optimizations and more. Prerequisite(s): MAR 1001.
MAR	2350	Customer Exp - Journey Mapping	3	From customer segmentation to persona and customer journey development, organizations are leveraging customer insights to build competitive advantage through more thoughtful customer engagement. The course will equip the student with the relevant knowledge, perspectives, and practical skills required to understand fundamentals of consumer purchase path research that's made actionable through persona and journey models which are used by organizational teams to inspire, inform and guide downstream marketing tactics. Prerequisite(s): MAR 1001.
MAR	2374	Strategic Planning of Com Proc	3	What is strategy and its role in integrated marketing communications? Through lecture and hands on experience, students learn to make strategic decisions about marketing and IMC mix elements and plans, based on corporate strategy, competitive and market analysis and research interpretation. Prerequisite(s): MAR 1001and ENT 1020/H or MAN 1020/H. Crosslisted with ENT 2374.
MAR	2410	Sales Management	3	Examines the importance of building an effective sales function within the organization. Often disguised or dressed up with words like 'relationship manager,' 'account executive,' etc., the function is the center of most companies' revenue-generating ability. Key management issues such as selection, training, motivation, compensation, and evaluation of the sales process are studied. Both profit and non-profit organizations develop sales campaigns, outline territories and/or account responsibilities, and measure selling effectiveness. Prerequisite(s): MAR 1001/MAR 1001H. (Crosslisted with ENT 2410)
MAR	2415	Retail Management	3	Focuses on starting, developing, and growing a retailing organization from both an entrepreneurial and professional managerial perspective. Students study the changing dynamics of retailing, demographic trends, the importance of retailing within the distribution network, the challenges faced by the growth of technology, the growth of global strategic alliances among retailers, and the regulatory environment that affects retail business. Prerequisite(s): MAR 1001/1001H. (Crosslisted with ENT 2415)
MAR	2501	Buyer Behavior	3	Presents a comprehensive, systematic, and practical conceptual framework for understanding people as consumers the basic subject matter of all marketing. It draws on the social sciences to evaluate the influence of both individual and ecological factors on market actions. Students discuss relevant psychological and sociological theories and study how they can be used to predict consumers' reactions to strategic marketing decisions. Cases and examples are utilized to enhance the understanding of consumers as social beings in the market place. Prerequisite(s): MAR 1001.
MAR	2510	Turnabout Business Strategy	3	
MAR	2520	Science of Influence in Mktg	3	In this course we will learn about the science of persuasion. By the end of this course you will learn how to create persuasive marketing communications for different products using different types of mediums. Prerequisite(s): MAR 1001.

MAR	2550	Bus. Intel & Consumer Insight	3	Data mining is a powerful technology with great potential to help companies focus on the most important information in the data they have collected about the behavior of their customers and potential customers. It discovers information within the data that queries and reports can't effectively reveal. This course explains what data mining is and how it can help a company to compete effectively in the information age. Internet based applications such as social media, website usage, tracking and online reviews as well as a firm's own activities and business processes, are discussed as potential sources of data. Prerequisite(s): MAR 1001, IDS 1020, IDS 1131, IDS 2030. Crosslisted with IDS 2550.
MAR	2621	Applied Research	3	Marketing research methods is a critical component of any marketing strategy as it allows for the collection and analysis of data to inform decision making and improve marketing efforts. By using both qualitative and quantitative research techniques, students will learn to gather and interpret information about consumers, markets, and competitors to identify opportunities and make data-driven decisions. This course will also cover the ethical considerations involved in conducting research and the importance of using valid and reliable research methods. By the end of the course, students will have the skills and knowledge necessary to conduct effective marketing research and use the results to inform and improve their marketing strategies. Prerequisite(s): MAR 1001 and IDS 1131.
MAR	2650	No Coding Marketing Analytics	3	In this course, we will examine multiple methods of applied data analytics to understand current marketing challenges and suggest solutions to deal with them. A deeper understanding of the data sources that marketers can use coupled with analytical tools will enable the students to implement a marketing strategy and marketing actions. The course starts with a descriptive approach to analyzing sales data, CRM, and surveys. Then we apply a diagnostic approach to understand the business results, and finally, we implement a predictive approach to examine the efficiency of different marketing tools using ROI. The course will be held in Excel using advanced tools.
MAR	2700	Start-up Marketing	3	While marketing and management are core functions in any business, they are far more critical in a startup. Since the build it and they will come theory typically doesn't work in reality, marketing and management are critical to ensure fledgling companies can operate at a high level, find product-market fit, identify their target market, and create and execute integrated plans that attract talented employees and loyal consumers alike. What makes the disciplines of marketing and management within a startup unique? You have to achieve these milestones with limited resources, whether it's time, money or talent. Every effort, no matter how small, has to be well-planned, flawlessly executed, and meticulously measured. And to add an additional level of difficulty, what often works in traditional companies with scale doesn't usually work for startups. This course will help students understand the art and science of startup marketing and management: the secrets behind testing, learning, and identifying the right management practices and marketing mix that works for their startup.
MAR	2720	Global Expansion-Israeli Prod	3	This course examines the challenges, successes, and failures of global expansion of Israeli products/companies building upon principles of marketing framework and components. Prerequisite(s): MAR 1001.
MAR	2730	Modern Israel&Startup Marketin	3	This course will look at the unique structure of a start-up and the challenges marketers face when working in a product-focus, innovative environment. Specifically, it will examine the unique business culture of Israeli start-ups and assess how agility and innovation can go hand in hand with a long-term marketing strategy, which is market focus. This course will help students understand the art and science of startup marketing within a heavily technological environment- the secrets behind testing, learning, and identifying the right marketing mix that works for their startup. Prerequisite(s): ENT 1020 or MAN 1020; and MAR 1001. Crosslisted with ENT 2730.
MAR	2818	Hospitality & Tourism	3	This introductory course will present an overview of the structure and financial performance of the hospitality industry. The focus of the course will be on business strategy, marketing and operations - and how these disciplines are used to address customer needs in light of rapidly changing global, cultural and economic trends. Crosslisted with ENT 2818.
MAR	2828	Behavioral Economics	3	This course is an introduction to behavioral economics and its applications. The course will focus on the statistical analysis of experimental data using non-parametric techniques (no previous statistics coursework required), and the application of experimental methods to identify behavioral regularities related to risk preferences, the endowment effect, overconfidence, framing, probabilistic assessment and other areas of decision-making. Students are required to complete a final experimental design project, which will include motivating theory, novel research hypotheses, proposed analytics, and implementation details. Prerequisite(s): IDS 1131 or STAT 1021, and ECON 1010 or ECON 1031. Crosslisted with FIN 2828, MAR 2828.

MAR	2941	Sports Marketing Management	3	Provides an overview of sports marketing as a component of a fully integrated marketing communication strategy. Students study the history and contemporary application of sports marketing as a method to achieve goals. The curriculum addresses corporate as well as sporting property use of sports marketing strategies to achieve business objectives. The course examines strategies that address critical business constituencies, consumers, trade factors, employees, and the financial community. Also covered are sports marketing within the context of special sporting event sponsorships, professional sports teams as well as governing organizations, sports media (broadcast, print, and Internet), licensing, and hospitality. Prerequisite(s): MAR 1001, ENT 1020. Crosslisted with ENT 2941.
MAR	3313	Advertising Management	3	Over the past decade, the number of choices that consumers have to consume different brands and different media has exploded. Now, more than ever, brands must engage with potential consumers. How do you get through to your core audience effectively and efficiently and move them from the point of awareness to the point of purchase and repeat purchase. This is the main question that this course addresses. The course focus is on the design of suitable messages, as well as on the utility of different media vehicles, at different points of the consumer decision chain. At the end of this course, students would acquire an understanding of basic advertising fundamentals, analyses and activities that comprise advertising management. Students would practice the process of analyzing an advertising environment or structure, formulate advertising and brand strategy, and develop and implement an advertising campaign. The practice of advertising as affected by relevant behavioral science and management science theory; the decision-making process regarding advertising objectives, copy selection, media selection, and budget setting. Prerequisite(s): MAR 1001 or MAR 1001H.
MAR	3315	Interactive Advertising	3	Examines the growing trend of firms to 'connect and retain' customers by maintaining continuous streams of communication and encouraging feedback. Fosters a better understanding of interactive communication in advertising, direct response, and sales promotion, and forms integrated promotional communication. Students develop creative and critical thinking skills necessary to participate in and contribute to the development of the interactive marketplace.
MAR	3316	Social Entrepreneurship	3	Social entrepreneurship is a business field in which business and nonprofit leaders design, grow, and lead mission-driven enterprises. Elements of: social science, business, law, management theory, knowledge from practice, and features of private and public entities will be discussed. Hybrid business models that serve both social needs and financial needs, and new tools for measuring social impact and change will be covered. Prerequisite(s): ENT 1020, MAR 1001. Crosslisted with ENT 3315.
MAR	3318	Social Media Marketing	3	Discusses the development of a social media strategy and defines what social media is. Social media tools such as Twitter, LinkedIn, Facebook, YouTube, Yelp, Google, etc. are explored and their application and usability in business are examined. The course discusses the process of developing a marketing plan using social media and also presents measurement techniques for the effectiveness of social media and their ROI using a number of metrics. Prerequisite(s): MAR 1001.
MAR	3319	Media Planning	3	Presents the importance and role of media planning within the ad agency. Changing demographics and media choices put a premium on the selection of the right medium to commit a firm's promotional budget. The growth of cable, the Internet, Direct TV, cell phone technology, etc., create a more fragmented marketplace for advertisers as they try to reach their prospective customers. In-depth overview of specific media channels (e.g., broadcast, radio, OOH/non-traditional, newspaper, magazine, online, direct mail), including terminology such as CPM, CPA, CPL, reach, frequency, gross rating points, etc. Students identify specific information needed to build a media plan. Prerequisite(s): MAR 1001/MAR 1001H.
MAR	3320	Digital Media	3	The effect of the Internet and related technologies on business and social institutions is more profound than that of any prior invention, including the printing press and the internal combustion engine. Last several years have seen a dramatic increase in the amount of time and money consumers spend online. As a consequence, the Internet has become an important channel that firms can use to reach out and connect to consumers, which has lead to the emergence of digital marketing. This course on Digital Marketing provides an understanding of tools like online advertising and social media to meet business objectives. This course will cover basic marketing and statistical concepts and provide an introduction to different online marketing tools like email marketing, SEO/SEM and social media analytics. Prerequisite(s): MAR 1001.
MAR	3321	Brand Management	3	Focuses on the development of brand and marketing strategy, and the programming of the strategy and implementation of the marketing programs. It draws on the social sciences to evaluate the influence of both individual and ecological factors on market actions and brand decisions. The unifying framework for these activities is the brand audit. Thus, the course simulates the brand manager's job through the development and implementation of a company-wide brand audit. Prerequisite(s): MAR 1001.
MAR	3322	Advertising in the Digital Age	3	Theory and practical application of advertising in the digital age. Students will learn key principles including creative strategy, multi-channel strategic planning, digital technology platforms and apply the knowledge to create their own interactive advertising/marketing plan for a well-known brand. Prerequisite(s): MAR 1001.

MAR	3323	Creative Advertising	3	Explores the relationships between advertising, conceptual thinking, writing, teamwork and design. It utilizes all media including television, print, radio, posters, viral, digital, guerrilla and ambient. Focuses on generating engaging and effective communication and provides a glimpse into a career in advertising and its associated areas. Prerequisite(s): MAR 1001/H.
MAR	3324	Adv Advertising Copywriting	3	
MAR	3325	Integrated Mar. Communications	3	The increasing use of sales promotion in the marketing program represents a change in fundamental, strategic decisions regarding how companies market products and services. This course utilizes a managerial approach to sales-promotion campaign development with an emphasis on sales-promotion strategy as a component of the total marketing mix. Consumer promotion and event marketing are analyzed as important elements. Topics include sales promotion objectives, consumer sales promotion tools (e.g., samples, coupons, premiums, contests and sweepstakes, refunds and rebates), and trade sales promotional tools (e.g., trade allowances, displays and point of purchase), sales training, trade shows, and measurement and evaluation of sales promotions. Students have an opportunity to develop a sales promotion campaign. Prerequisite(s): MAR 1001.
MAR	3326	Retail in Marketing	3	This course will focus on the strategic aspects of the retail sector, as a key channel of distribution. Topics will include: retail formats, trends, and the interplay of innovation and the future of retailing, encompassing the 4Ps of marketing.
MAR	3327	Managing Sales	3	Sales force management will focus on the creation, structuring and management of sales teams in Marketing organizations. This course will explore the role of Sales Managers in motivating, structuring, measuring and compensating sales teams to achieve success in various industry markets, with particular emphasis on Hi Technology markets. There will be additional focus on Sales Organization structures with special emphasis on personal selling and long term relationship building with customers. Students will engage in discussion of sales and sales management case studies.
MAR	3328	Managing Sales in Hi-Tech Co.	3	This course will provide students with a thorough understanding of the process major High Technology companies such as HP, IBM, Cisco, AT&T, go through when approaching a market. Students will learn about designing and motivating a salesforce aimed to sell products and services to corporate customers as well as learn about the high tech market in general: competition, anti-trust laws, finance, etc. Class will be highly interactive and will use case studies and student research on High Technology corporations to help students apply what they learn. Prerequisite(s): MAR 1001.
MAR	3329	Conversion & Shopper Marketing	3	This course teaches the process and the theory behind the strategy that marketers use it convert customers into buyers. It will discuss the evolution of sales promotion to shopper marketing and the impact on the digital revolution had on conversion behavior. Prerequisite(s): MAR 1001.
MAR	3331	Business to Business Marketing	3	Overview of inter-corporate marketing relationships leading toward building and maintaining long-term profitable strategic alliances. The similarities and differences between business and consumer marketing; channel development, evolution and control; vendor and value analysis; inventory policy and control; forecasting; impact of hard goods versus services on marketing decisions; marketing and promotion planning and implementation. Prerequisite(s): MAR 1001.
MAR	3341	Global Marketing	3	Examines specific issues involved in entering global markets and conducting marketing operations on a global scale. Attention is focused on problems, such as identifying and evaluating opportunities worldwide, developing and adapting market strategies in relation to specific national market needs and constraints, and in devising and coordinating global marketing strategies. Emphasis is placed on strategic issues relating to global operations rather than on technical aspects of exporting and importing. Prerequisite(s): MAR 1001.
MAR	3345	Int'l Export Promotion	3	The promotion mix from a global point of view, including the framework for managing advertising, selling, public relations, and sales promotion. Comparison and contrast with purely domestic promotional strategy is engaged through extensive case analysis. Emphasis is placed on an examination of emerging economies. Importing and sourcing from outside the United States also is covered. Prerequisite(s): MAN 1020, MAR 1001. (Crosslisted with MAN 3345)
MAR	3352	Financial Services Marketing	3	Financial services marketing challenges many of the precepts and approaches of traditional marketing. The objective of the course is to use financial services marketing and its complexity and constant disruption as the framework for understanding and navigating marketing in non tangible categories; health insurance, insurance, etc. By the end of the course students will learn about the differences between financial services marketing and marketing more tangible product and services, identify the challenges and how to overcome them in financial services marketing, apply a marketing framework to develop marketing strategies for new to market financial services offerings, and how to foster marketing innovation in this highly competitive, legislated category. Prerequisite(s): ENT 1020, MAR 1001.

MAR	3420	Advanced Digital Media	3	This course is for those who understand the basics of digital and social media marketing, this advanced course will focus on using digital media to get business results and improve the business bottom-line. The course puts students on the leadership path with strategies and tactical plans that lead to bottom-line success. With this course, students will learn practical steps, techniques, and best practices geared toward integrating digital programs within their businesses with higher monetization of their investment. The course will use the Google Online Marketing Challenge (GOMC) as the basis of application. Prerequisite(s): MAR 3320.
MAR	3500	Fashion Fundamentals	3	Introduces the terminology and principles necessary to be successful in the fashion business through a dynamic lecture and workshop-based format. Students study fashion classifications, garment detail and construction, sources of fashion information, and the modern history of fashion. Students will learn the scope and global nature of the fashion business through the use of industry research, case studies and hands-on projects.
MAR	3501	Israel Business Environment	3	Introduction to high tech, venture capital in Israel; overview of the Israeli economy, its accounting, business and tax laws, entrepreneurial environment, cultural issues; investing in Israeli start-ups; leading corporations in Israel; job market in Israel. Prerequisite(s): ENT/MAN 1020/H and MAR 1001. Crosslisted with ENT 3501.
MAR	3502	Creative & Innovative Prod Dev	3	A key element of successful business enterprise is good design. In the world of fashion, CoCo Chanel revolutionized the industry with her innovative design elements. Apple has become one of the world's most admired companies because its corporate executives place a premium on beauty and functionality of product design. This course provides an understanding of the product design process and its importance in the business world. Students will learn how to develop the ability to think more creatively about marketplace challenges. This course is targeted to students who want to discover and improve upon their innovative and creative skills in the business environment. Prerequisite(s): MAR 1001; and ENT 1020 or MAN 1020.
MAR	3504	Systematic Inventive Thinking	3	In this course students will learn how to be innovative in the way they approach Business problems and challenges. This course will concentrate on a method that helps companies develop a culture and practice of innovation. Students learn skills for thinking and acting differently in an effective way. This leads to generating ideas that are both innovative and practical. Furthermore, with this approach the student can learn how to make innovation consistent, systematic and reliable within organizations. Prerequisite(s): ENT 1020, MAR 1001. Crosslisted with ENT 3504.
MAR	3530	Fashion Accessories and Design	3	This class is an introduction to the fashion accessories world from both the business perspective and the design perspective. Whether students have some experience or are just interested in learning more about this field, this class will describe, through practical discussions and projects, the various aspects of designing fashion accessories. Across the areas of men's, women's or children's accessories, students will explore different design aspects where they may utilize skills they already have learned such as sketching, photography, computer graphics and resourcing. The course will also discuss applicable and relegated influences such as design merchandising, marketing and branding in the fashion accessory business.
MAR	3601	International Business	3	
MAR	3605	Cross Cultural Int. Business	3	This course seeks to provide students with an understanding of the process of cross-cultural management and the challenges that they face while working internationally. Effective training and exposure to cultural differences around the world can help people learn to successfully manage the ever culturally diversified workforce domestically and overseas. Prerequisite(s): MAN 1020 or MAN 1020H; MAR 1001 or MAR 1001H; MAN 3601 or MAR 3341. (Crosslisted with MAN 3605)
MAR	3701	Marketing for Non-Profit Org.	3	
MAR	3720	Marketing Capstone	3	The course is designed to develop a student's ability to apply marketing skills to practical business situations through a marketing simulation, case analyses, and discussion. Upon completion of this capstone course, students will have developed better decision-making and communication skills. Prerequisite(s): MAR 2501, and MAR 2621 or MAR 3320; and MAR 3318; and Foundation courses. This is a required Capstone course for graduating Seniors.
MAR	3780	Principles of Entrepreneurship	3	
MAR	3786	New Venture Planning	3	
MAR	3790	Managing a Growing Business	0 TO 3	
MAR	3791	Managing a Growing Business II	0 TO 3	

MAR	3796	Franch.,Licens.,& Distrib.	3	Essential elements of franchising from the viewpoint of both franchiser and franchisee. Explore the franchising opportunities and their planning and implementation. Discussion of licensing and distributorship as viable business ventures. Prerequisite(s): MAR 1001, MAN 1020. (Crosslisted with ENT 3796/MAN 3796)
MAR	3832	Web Design	0 TO 3	
MAR	4741	Marketing Internship	1 TO 3	
MAR	4745	Research Internship	1 TO 3	
MAR	4901	Independent Study	1 TO 3	
MAR	4930	Topics:	1 TO 3	A course for subject matter not provided in other MAR offerings. The content may change from semester to semester. Students may elect this course several times, provided different topics are studied.
MAR	4933	Topics:	1 TO 3	
REA	2943	Principles of Real Estate	3	Provides an overview of the field of real estate and prepares the student for the New York State Real Estate Salesperson examination. Topics include license law and regulations, law of agency, real estate instruments, estates and interests, real estate financing, land use regulations, introduction to construction, appraisal, human rights, fair housing, real estate mathematics, and environmental issues. Prerequisite(s): MAN 1020/MAN 1020H. (Previously offered as MAN 2943)
REA	2945	Real Estate Management	2	Covers residential, office, and retail properties, and provides an introduction to the principles and practices of real estate management. Topics include forms of real estate ownership, budget and financial reports, marketing and leasing, rent collection, emergency procedures, maintenance, and property inspections. Also covers landlord-tenant relations, labor relations, environmental law, building and housing codes. Prerequisite(s): FIN 1001. Previously offered as MAN 2945.
REA	2947	Real Estate Appraisal	3	Fundamental theories and principles of real estate valuation. Examines the nature of the national, regional, and local economies and the economic factors that affect the value of real property. Topics include basic appraisal methodology, including cost, direct sales comparison, and income; analysis of the appraisal report including regional, neighborhood, and property analyses and supporting documentation. (Previously offered as MAN 2947)
REA	2948	RE Plan, Design & Construction	2	This course introduces students to Real Estate Construction. The emphasis of this course will be on the management of new construction and renovations. The course is oriented to undergraduate students interested in hard asset development. Prerequisite(s): ENT 1020 and ACC 1001. Crosslisted with FIN 2948.
REA	2949	Real Estate Finance	3	Examines the methods and techniques used by investors, developers, and lenders in evaluating income-producing real estate investment debt and equity investments. Students identify sources of capital and analyze the types of financing available in the real estate industry. Topics include mortgage instruments and notes, mortgage underwriting, the secondary mortgage market, and the construction loan. Prerequisite(s): FIN 1001, IDS 1131 and IDS 1020. (Previously offered as MAN 2949)
REA	2951	Real Estate Law	3	This course will cover real estate functions within a complex set of legal and ethical considerations, from acquiring property and obtaining capital to construction and negotiating lease and sales agreements. Students will develop a working knowledge of federal, state and local rules, regulations and laws affecting real estate development, investment, and ownership. Ethical considerations are examined across the spectrum of real estate roles and transactions. Prerequisite(s): MAN 2943/REA 2943. (Previously offered as BLW/MAN 2951.)
REA	2963	Real Estate Investment	3	A solid understanding of investment cash flow analysis. Examines methods of measurements employed in quantitative analysis of real estate investments and income-producing properties. Concepts and calculations covered include net operating income, cash on cash return, internal rates of return, net present value, discounted cash flow, capitalization, debt service, leverage, depreciation, capital gains, and income taxes. Prerequisite(s): MAN 2943/REA 2943. (Previously offered as FIN 2963)
TAX	2501	Federal Income Taxation	3	This course will cover topics including introduction to taxation, determination of tax, gross income inclusions and exclusions, capital gains and losses, itemized deductions, losses and bad debt, employee expenses, depreciation, and accounting periods and methods.