

LEADING PEOPLE AND ORGANIZATIONS (UNDERGRADUATE) (LPBU)

LPBU 3223. Principles of Management. (3 Credits)

This course introduces the student to the management process within an organization. Special emphasis is placed on the role of the first line supervisor in balancing, coordinating and integrating individual and organizational needs. Other subjects covered are the development of management thought, the role of the supervisor as a decision maker and the processes of planning, organizing, leading and controlling organizational activities.

Attribute: BUMI.

LPBU 3226. Exploring Entrepreneurship. (3 Credits)

An introductory course that allows students to discover and grasp the nuances of entrepreneurship—particularly how to think, feel, and act differently to achieve entrepreneurial success, the three cornerstones of the Entrepreneurship program. Using a variety of reading assignments, case studies, and interactive projects, students will learn how to identify and evaluate potential business ideas, push the limits of their imagination and creativity, challenge the status quo, and learn to embrace change.

Attributes: BLEB, ENT, NMAC, NMDD, SOIN.

LPBU 3227. Innovation and Resilience. (3 Credits)

This course focuses on the process of innovation, including the resilience required to weather inevitable ambiguity, risk, mistakes, and even failures along the journey. Topics include: identifying opportunities, managing creativity, evaluating ideas, decision-making in uncertain environments, and resilience.

Attributes: OPMA, ENT, NMAC, NMDD, SOIN.

Prerequisites: MGBU 3226 or LPBU 3226.

LPBU 3233. ST:Start-Up Venture Experience. (3 Credits)

Intern duty and weekly seminar during which students analyze their work experience with a faculty member. Selected readings, case analysis, and written projects. The course will be taught in a business incubator, and include interaction with startup entrepreneurs. The focus will be real world exposure to the issues and uncertainty that exists for a startup with limited resources.

Attributes: ENT, PRQU.

LPBU 3234. ST: Leading for Impact. (3 Credits)

Have you ever wondered why Tesla, Patagonia and Toms have achieved such remarkable success while generating positive impact for society? This course focuses on social innovation and how businesses can generate social and environmental impact, besides being financially sustainable. Students in this course will learn about the world's most pressing challenges and how new business models such as sharing economy (Uber, AirBnB), circular economy, IOT, etc. can create innovative solutions that generate positive impact for millions. Students will be provided with a comprehensive overview of the latest social business models and how their own creative ideas may be turned into a viable business venture. This course includes Community Engaged Learning (CEL) and students will be working on projects with community partners.

Attributes: OPMA, ENT, SOIN.

LPBU 3235. ST:Inside Tech Ventures. (3 Credits)

This experiential course is designed to give students the opportunity to gain an in-depth look and understanding of tech-based ventures from inception to exit. The merging of Entrepreneurship and Technology is - and will continue to be - the foundation of business for the foreseeable future. The course includes a one week intensive in Silicon Valley (required) hosted by NASDAQ Entrepreneurial Center. The overall objective is for students to be better prepared to take on a leadership role in a tech-based venture to maximize profitability and impact.

Attributes: ENT, SOIN.

LPBU 3236. Personal Development: The Start-Up Called You. (3 Credits)

Choosing a meaningful career or "discovering one's calling" can be a challenging and tricky process requiring self-awareness and leadership skills to navigate a path to career success. In this course, a follow-up to The Principles of Management, students learn theoretical frameworks along with research-based methodologies and techniques to address these challenges effectively. Course objectives include: utilizing insights regarding one's talents and career aspirations to create a personal brand, conveying one's unique value, improving networking, and creating opportunities.

Attributes: OPMI, ENT.

Prerequisites: MGBU 3223 or LPBU 3223.

LPBU 3237. ST: Leadership Forum. (1.5 Credits)

LPBU 3430. ST: Sustainable Business. (3 Credits)

Foundations of Sustainable Business. This course will provide a general overview of the problems and opportunities provided by the challenges of sustainable management. Students will learn what it means to manage for planet, people and profit simultaneously. In the first part of the class, students will be exposed to the context of business in the 21st century and learn how strategies of the 20th century need to be rethought. In the second part of the class, students will examine the traditional perspectives on the organization (business) and how it needs to be rethought to successfully address the challenges of sustainable management. We will examine business strategy, supply chain management, and the supporting functions of finance, accounting, marketing, communications and information technology.

Attributes: OCMG, OPMA, ENST, ENT, ESEC, ESEL, PJEN, PJST, PRQU, SOIN.

LPBU 3432. ST: Modern Economics for a Sustainable World. (3 Credits)

The goal of this course is to demonstrate a novel perspective on economics that allows for well-being for all on a healthy planet. Students will learn the philosophical and religious as well as the modern scientific basics for sustainable development. This course focuses on applications of modern economics for global challenges.

Attribute: SOIN.

LPBU 3433. Industrial Relations and Personnel Management. (3 Credits)

An advanced treatment of issues, problems and techniques in personnel management. Findings from the behavioral sciences are applied to the problems and practices of human resource management in organizations. The course utilize small group and organization-theory as frameworks for analyzing the latest methods in the areas of selection, training, compensation, collective bargaining and performance measurement.

LPBU 3436. ST: Capitalism and Its Alternatives. (3 Credits)

What is the philosophical foundation of capitalism? What are the viable alternatives to capitalism? This course considers answers to these questions from the fields of economics, political theory, and humanistic management. Authors covered include Adam Smith, Milton Friedman, and FA Hayek.

LPBU 3446. ST: Social Entrepreneurship. (3 Credits)

This course discusses ways of creating social value through the principles of entrepreneurship. Social entrepreneurship is a rapidly developing movement that is blurring the boundaries between government, business, and the NGO sector. Social entrepreneurs are individuals with innovative solutions to society's most pressing social problems. Rather than leaving societal needs to the government or business sectors, social entrepreneurs find what is not working and solve the problem, spread the solution, and change the system by persuading entire societies to take new leaps. We study examples of successful social entrepreneurs, such as Mohammad Yunus (Noble Laureate, 2006), and identify patterns that promote positive social change. We will also engage in Social Business Plan writing based on the students' project ideas.

Attributes: OPMA, ENT, PJEC, PJST, PRQU, SOIN.

LPBU 3449. Leading And Investing in Change. (3 Credits)

This course is designed to provide students with the skills and knowledge to influence and lead social impact in business and generally through a specifically crafted case and exercise. By the conclusion of this course, each student should have a robust toolbox of frameworks and concepts inherent to social impact and social change, and a clear understanding of capital deployment as it relates to impact investments. This class utilizes a digital gaming exercise designed for this type of course. The case \$50 Million for Change requires students to step into the role of a player in the impact funding mix in a fictional city and state.

LPBU 3450. Research in Management: Managing Professional Relationships. (3 Credits)

This course introduces students to research in impression management within the organizational behavior field in management. It aims to improve students' understanding of scholarly research effort in defining impression management concepts, theories, methodological techniques, and findings, as well as to improve students' analysis and usage of impression management in the workplace. This course is also designated as Fitness Integrated Learning (FIL), which is an innovative way of teaching and learning course material while students are engaged in a physical activity of spinning. The class will take place in the Spinning studio at the McGinley Center. Students will be riding stationary bikes at their own effort level throughout the duration of the class.

Attribute: OPMA.

Prerequisites: MGBU 3223 or LPBU 3223.

LPBU 3451. ST: Business Trends & Disruption. (3 Credits)

This course focuses on the inevitable in business: change. In today's business world, your company/industry is either doing the disrupting or being disrupted. Students will do a deep dive into business and technology trends in a variety of industries to learn how to 1) ride the wave of current and future trends, and 2) embrace disruption. The skills, knowledge, and mindset acquired will position students to be impactful thought leaders and change makers.

Attribute: ENT.

Prerequisite: LPBU 3223.

LPBU 3452. ST: Mindful Leadership. (3 Credits)

This course offers students understanding and application of mindful strategies for leaders. The curriculum provides knowledge of how the brain works, how emotions and conflict can disrupt critical thinking, and frameworks for successful collaboration. Students learn about self-reflection, self-regulation, and how mindful leadership can be applied in a variety of professional and global contexts. Mindful practices serve as a foundation for dialogue, collaboration, and change.

Attribute: OPMI.

Prerequisite: LPBU 3223.

LPBU 3454. ST: Design Thinking. (3 Credits)

Design thinking is an iterative problem-solving process of discovery, ideation, and experimentation that, when combined with business models, provides decision-makers with effective tools for innovation and transformation. This hands-on course will guide students in the use of a variety of design-based tools and techniques to clarify and solve human-centered organizational, business, and public service challenges.

Attribute: ENT.

LPBU 3455. ST: Research for Consulting. (3 Credits)

In this course, students will explore various analytical frameworks for problems companies experience (i.e., environmental challenges, social legitimacy challenges, cost pressures, positioning challenges, human motivation challenges etc.). They will do research to apply the various frameworks and analytical skills needed to address such problems. Students ultimately will develop their research skills and present potential solutions to various sets of problems companies typically hire consultants for. This course will also be designated as Fitness Integrated Learning (FIL), where students will have the option to ride on stationary bikes at their own speed during class lectures.

Attribute: OCMG.

LPBU 3456. ST: Foundations of Consulting. (3 Credits)

This course focuses on building skills relevant for consulting jobs. It provides an overview of the consulting industry, its job profiles, and the consulting process. It focuses on managing professional relationships for consulting engagements, including creating offers, pitching offers, project management, team dynamics, leadership, and presentation skills.

LPBU 3457. ST: Applied Innovation Consulting. (3 Credits)

This course offers a real-life consulting engagement in which students will have the opportunity to address pressing business issues and challenges faced by their client organization. Working in teams, students will choose one of two projects and consult to either: 1) Lieutenant Colonel Joe Geraci of the Veteran's Administration, whose clinical psychology research is focused on how we can help our veterans to more effectively transition from the military to civilian life. Specifically, the team will work on planning, delivering, and expanding the scope and impact of (via implementation of the social media plan) the Veteran Multicultural Training at Fordham University and other venues in 2019 and 2020, or 2) Ann Marie Puente, director for The Center For Open Hiring at Greyston, a progressive bakery that bakes brownies for Ben & Jerry's with \$20 million in revenues. The company hires anyone that wants to work, using their business model of open hiring, which they pioneered three decades ago. Current emphasis will be on communicating the research, best practices, and learnings of open hiring to other organizations.

Attributes: OCMG, OPMA.

LPBU 3458. ST: Awareness & Self Leaders. (3 Credits)

This course will take a deep dive academically and experientially into what we know about individual differences and managing ourselves to create benefit for ourselves and the society we are embedded in.

Attribute: OPMI.

LPBU 3461. ST: Sustainable Fashion. (3 Credits)

This course delves deeply into the principles that define sustainable business, as well as the impact areas that are considered both the cause, and areas of cure, within fashion's environmental, social, and economic footprint. It is through this greater understanding of the forces in sustainability that a more comprehensive set of strategic decisions can be considered in the planning and marketing of business within the fashion industry's transforming reality. Through using different readings, cases, and assignments, students will master the analysis of more deeply structured marketing strategies that filter decisions through a broader lens of people, planet, and profit.

LPBU 3550. ST:Film,Character&Leadership. (3 Credits)

This course uses the inherent power of the cinema to better clarify the topics of character and character-based leadership.

Prerequisites: MGBU 3223 or LPBU 3223.

LPBU 4001. Fair Trade and Microfinance. (3 Credits)

This course examines the structure of Fair Trade as an alternative form of commerce which specifically expresses solidarity with the poor. The course is concerned with running all aspects of a small Fair Trade business. The class acts as employees on a team which seeks to make profit sustainably, yet effectively. Readings support a greater understanding of the realities of poverty.

Attributes: ENT, GLBB, PJEC, PJST, SOIN.

LPBU 4003. Spirituality and Fair Trade. (3 Credits)

This course is designed to ignite a spiritual awareness of economic injustice which ultimately motivates action, large or small. We begin by exploring the mechanisms of poverty, and looking at alternative forms of commerce. We look at why Fair Trade is able to answer some of the human rights issues associated with poverty. Readings highlight spiritual leaders from the past, and the models for action that their life stories provide. How should business students evaluate their lives and their careers? What might "solidarity with the poor" mean, in a variety of contexts.

Attributes: GLBB, PJEC, PJRJ, PJST.

LPBU 4004. Entrepreneurship and Fair Trade. (3 Credits)

This course focuses on the entrepreneurial response to economic injustice, as expressed in the Fair Trade movement. The class will be divided into teams, to consult with emerging Fair Trade businesses in the New York area, ongoing throughout the semester. Against this backdrop we will learn from problem solving methods of entrepreneurs who have involved themselves with using business structures as a means of fighting poverty.

Attributes: ENT, GLBB, PJEC, PJST.

LPBU 4005. ST:Fair Trade Entrepreneurship. (3 Credits)

Fair trade is a global response to social injustice and poverty. Whether it is capital for "startups" or markets for fair trade coffee, the fair trade movement promotes socially and environmental responsibility business practices here and abroad. This course reviews the fair trade movement's successes and failures to find alternatives to business as usual that reduce poverty and build a sustainable global economy. Students focus on country specific examples of fair trade and microfinance social innovation that reduce poverty by creating viable livelihoods. Marketing, insurance, finance and management can all be applied to build a socially justice and sustainable global economy. "We urgently need a humanism capable of bringing together the different fields of knowledge, including economics, in the service of a more integral and integrating vision," Pope Francis argues in his recent Encyclical Letter. This course explores this vision.

Attributes: ENT, IPE, PJEC, PJST, SOIN.

LPBU 4006. ST: Launch Your Startup. (3 Credits)

Come see where theory meets practice! This hands-on, applied course focuses on the creation, evaluation, and development of YOUR business venture. In this course you will create/refine your business model as well as develop, test, and validate your business and customer assumptions. You will also take a deep dive into product and market analysis, your go-to-market strategies, team selection, management, financing, legal considerations, and more! Students who complete the class will have developed comprehensive new venture-planning documents, an investor pitch deck, a minimum viable product, and a validated business model. To enroll in the class, you must have a business or well-developed business idea, which will be presented on the first day of class.

Attribute: ENT.

Prerequisite: LPBU 3226.

LPBU 4440. ST: Advanced Management. (3 Credits)

This course builds on the Principles of Management course and develops students' leadership capabilities, their collaborative skills, and their understanding of organizations and leading change toward a sustainable business future.

Attribute: OCMG.

Prerequisite: LPBU 3223.

LPBU 4443. ST: Personal Leadership. (3 Credits)**LPBU 4466. ST: Global Immersion Israel. (3 Credits)**

The course provides students the first-hand opportunity to explore a vibrant business environment of Israeli organizations. Students are introduced to the management, marketing, and organizational practices across start-up, national, and international organizations within the country of Israel. Through the examination of impactful environmental factors, the role of national cultural, historical, and political setting are analyzed on how they shape and drive the unique business landscape in Israel. The course is a combination of in-class and online learning during the semester and culminating in a global immersion trip to Israel during the winter break.

LPBU 4476. ST: Cross Cultural Negotiation. (3 Credits)

This course exposes students to the legal, ethical, and practical challenges of negotiating globally. It develops negotiation skill sets and enhances appreciation of the impacts of cultural difference and international institutional settings on business negotiations. Case-based simulations offer the opportunity to refine in practice the concepts learned in reading and films. Students will emerge from the course better prepared to work in multi-cultural teams and business settings.

Attributes: OPMA, GLBB, INST, ISIN.

LPBU 4488. ST: Sports Management. (3 Credits)

An in-depth treatment of special topics in sports management, that integrates the sport industry and strategic management, will be explored through the use of case studies, lectures, and projects. Sport management programs that train people for positions in such areas as professional sports, coaching, college athletics, fitness centers, officiating, marketing, and sporting goods manufacturing will be highlighted.

LPBU 4999. Independent Study. (1 to 3 Credits)

Independent Study.