

BBA

STRATEGIC DESIGN & MANAGEMENT

School of Design Strategies
 Program Director: Reina Y. Arakji, Ph.D.
 Assoc. Program Director: John A. Bruce, MBA

FRESHMAN	SUSTAINABLE SYSTEMS	SPACE MATERIALITY OF TIME	DRAWING IMAGING	INTEGRATIVE SEMINAR 1	INTEGRATIVE STUDIO 1	QUANTITATIVE REASONING 1	PROGRAM ELECTIVE	INTRO POLITICAL ECONOMIES	INTEGRATIVE STUDIO 2	INTEGRATIVE SEMINAR 2
SOPHOMORE	MARKETING, PR AND BRANDING	MANAGING CREATIVE PROJECTS AND TEAMS	HISTORY OF DESIGN	INTRO TO DESIGN STUDIES	INFORMATION VISUALIZATION	PROGRAM ELECTIVE	LIBERAL ARTS ELECTIVE	PROGRAM ELECTIVE	RESEARCH AND DEVELOPMENT METHODS	QUANTITATIVE REASONING 2
JUNIOR	INNOVATION	BUSINESS DESIGN AND PLANNING	GLOBAL PROFESSIONAL PRACTICES	PROGRAM ELECTIVE	LIBERAL ARTS ELECTIVE	LIBERAL ARTS ELECTIVE	PROGRAM ELECTIVE	INTEGRATIVE RESEARCH AND DEVELOPMENT	STRATEGIC MANAGEMENT	FINANCIAL MANAGEMENT
SENIOR	ETHICAL DECISIONS AND LEADERSHIP	PORTFOLIO STRATEGIES	PROGRAM ELECTIVE	LIBERAL ARTS ELECTIVE	LIBERAL ARTS ELECTIVE	PROGRAM ELECTIVE	BUSINESS REGULATIONS AND PRACTICES	SENIOR PROJECT 1	SENIOR PROJECT 2	BUSINESS MODELS AND ENTREPRENEURIAL STRATEGY

Thematic Clusters

1

Semiotics • 21st Century Communication Systems-Thinking • Iteration • Innovation Behavior and Motivation • Media

2

Shifting Perspective • Personal Development Leadership • Collaboration • Exchange Creative Sessions • Ideation • Global Relations

3

Visual Reasoning • Visual Communication Information Design • Mapping • Imaging Storytelling • Critical Thinking

4

Landscape Analysis • Hard and Soft Data Quantitative Research • Qualitative Research Design Methods • Internal/External Factors

5

Capstone • Strategy • Finance Business Plans • Entrepreneurship Management • New Ventures

SUSTAINABLE SYSTEMS

Number:	PUFY 1100
Format:	Seminar
Location:	NYC Campus, Paris Campus
Offered in:	Fall, Spring, Summer
Co-requisites:	None
Pre-requisites:	None
Course open to:	Parsons First Year students, and others, space provided.

Description:

This course provides students an opportunity to acquire a foundational understanding of the scientific and social issues related to the design of resilient urban futures. An understanding of the constraints, challenges, and opportunities presented by the need to design products, systems, and services that are more socially, environmentally and economically resilient is at the core of a Parsons education. This course is where that work begins. It is crucial, as both professional experts making decisions about materials flows, and as citizens, that creative practitioners have a comprehensive understanding of the scientific process, from fieldwork and laboratory to policy formulation. By combining sequenced 1) field trips and lectures to locations around New York City, which will introduce and frame discussions and context-based learning related to sustainability, ecology, and systems, with 2) studio-based labs, where field work and applied scientific methods will be applied, students will translate these sets of experiences into informed creative works within the areas of art, design, and strategic design, thereby building a creative agency that supports diversity, adaptability and resilience in the face of ever-changing conditions.

SPACE MATERIALITY OF TIME

Number:	PUFY 1020
Format:	Seminar
Location:	NYC Campus, Paris Campus
Offered in:	Fall, Spring, Summer
Co-requisites:	None
Pre-requisites:	None
Course open to:	Parsons First Year students, and others, space provided.

Description:

In this studio course, students learn through first-hand experience in Parsons' modeling facilities and hybrid studio/shop classrooms. Students explore concepts such as malleability, weight, texture, color, durability, smell, sound, taste, life cycle and ecological impacts through a wide variety of projects that privilege the close relationship of making to thinking. Other areas of inquiry range from space formation to environmental psychology to object exploration—and more—to discover how materials and their uses shape meaning. Discussion, critique and written responses create class community and idea sharing, while helping students understand their work in historical and cultural contexts. The course will have a number of sections each following a particular theme, as follows:

Body The body has an impact on our surroundings and the objects within it. How do ergonomics, structure, and self-image correspond to the shape, movement and impact of the human form? Students use a range of methods to explore body coverings, functionality and personal space.

Community Community provides us with our most direct means of self-identification. How do our attitudes about what we wear, how we interact, and how we come together define both our personal space and our shared space? This course will explore the relationship between the shifting boundaries of community and the material nature of social and ecological space.

Culture This course explores the affect culture has on the objects we use and spaces we inhabit. Students will investigate the relationship between beauty, utility and the hand-made.

Habitat Habitat is the natural environment for humans, plants, and animals that provides what is required to sustain life. What constitutes shelter and safety and survival for humans in contrast to animals and plants? How do spaces and materials sustain and nurture, or adversely affect environments? This course will explore the shifting balance in the inseparable relationship between the constructed environment within the natural world.

DRAWING IMAGING

Number: PUFY 1030

Format: Seminar

Location: NYC Campus, Paris Campus

Offered in: Fall, Spring, Summer

Co-requisites: None

Pre-requisites: None

Course open to: Parsons First Year students, and others, space provided.

Description:

How is meaning constructed and communicated through visual images? In this course, students use traditional drawing and digital imaging methods to explore the conceptual, aesthetic and formal qualities that inform how ideas and impressions are expressed on a two-dimensional plane. Students explore visual organization, representational and abstract forms and engagement through observational drawing, photography, digital image creation, and the integration of a variety of media. The tools and methods acquired in this course form an introductory platform for students to build upon in their upper level disciplinary courses. Sections of this class may explore the following themes in relationship to the construction of form, function, identity and meaning:

Language How do visual images enhance or create meaning? What can signs and symbols convey? In this class students will address these questions by using the concrete elements of design and observational drawing to explore and develop a visual language.

People How do our bodies define us? What is a relational body? Can it be a neutral symbol? When is it a loaded message? These and more questions will be addressed by this section, which looks to explore the singular and the collective through the lenses of communities, tribes, nations, and cultures.

Places This section focuses on space, location, and the unique place as a site of investigation and may include personal, private, public, and historical space. What is the question/exploration for discovery being addressed?

Things This section focuses on the tangible object and may include found, crafted, mass-produced, artifacts. What is the question/exploration for discovery being addressed?

INTEGRATIVE SEMINAR 1

Number:	PUFY 1010
Format:	Seminar
Location:	NYC Campus, Paris Campus
Offered in:	Fall, Spring
Co-requisites:	PUFY 1000 Integrative Studio 1
Pre-requisites:	None
Course open to:	Parsons First Year students.

Description:

Integrative Seminar 1 has two important goals. First, it will prepare students to read and write at the university level. Throughout the semester, students will work toward questions of scholarly consequence as they acquire the authority needed to write their way into existing intellectual conversations. Second, its relationship with Integrative Studio 1 will result in critical dialogues between seminar and studio practice, or writing and making. This course shares a common theme with Integrative Studio 1 and at various times in the semester, the two classes share ideas, concepts and assignments through bridge topics. In this way, it will bring together reading, writing and making in a manner that is essential to the creative work of artists and designers in every discipline. The Parsons Learning Portfolio will be introduced and developed in the Integrative courses. Course sections are thematic and include:

Avatar Avatar has two distinct meanings. In Hinduism and Buddhism, it means the physical appearance of a god. Online, it means a picture of a person or an animal that represents a particular user. How do both definitions describe an identity that is distinct from the original and yet intensely connected to it at the same time?

Fake Fake describes something that is not what it appears to be. Counterfeit bags, forged money, stage names, mockumentaries, pranking, the list goes on. But how do we define what is real and what is fake? Could something fake actually be more powerful, more authentic, than truth?

Memory Memory is an action or process of commemorating, recollecting, or remembering a person, object, or event. How do these actions and processes shape identity and our understanding of the world?

Shift To shift means to move from one place, or one thing, to another. Many of you have firsthand experience with this kind of movement - from one place to another, from one set of ideas to another, from one story to another. What are your stories of shifting? How do these shifts come to pass? How do we talk about them through our work?

INTEGRATIVE STUDIO 1

Number:	PUFY 1000
Format:	Seminar
Location:	NYC Campus, Paris Campus
Offered in:	Fall
Co-requisites:	PUFY 1010 Integrative Seminar 1
Pre-requisites:	None
Course open to:	Parsons First Year students.

Description:

In Integrative Studio 1 students explore a range of visual, analytical, and making skills while working on projects that are collaborative and cross-disciplinary. How do we make sense of our ideas, the information we collect, and our hunches and theories? And what can this inquiry tell us about why we make certain decisions as creative thinkers? Students work independently and in teams to explore research, prototyping and the creative process. The studio integrates learning from other first year courses, especially in thematic links to Integrative Seminar 1. At various times in the semester, the two classes share concepts and assignments, bringing together reading, writing and making in a manner that is essential to the creative work of professional artists and designers. Course sections are thematic and include:

Avatar Avatar has two distinct meanings. In Hinduism and Buddhism, it means the physical appearance of a god. Online, it means a picture of a person or an animal that represents a particular user. How do both definitions describe an identity that is distinct from the original and yet intensely connected to it at the same time?

Fake Fake Fake describes something that is not what it appears to be. Counterfeit bags, forged money, stage names, mockumentaries, pranking, the list goes on. But how do we define what is real and what is fake? Could something fake actually be more powerful, more authentic, than truth?

Memory Memory is an action or process of commemorating, recollecting, or remembering a person, object, or event. How do these actions and processes shape identity and our understanding of the world?

Shift To shift means to move from one place, or one thing, to another. Many of you have firsthand experience with this kind of movement - from one place to another, from one set of ideas to another, from one story to another. What are your stories of shifting? How do these shifts come to pass? How do we talk about them through our work?

QUANTITATIVE REASONING 1

Number: LMTH 1950

Format: Seminar

Location: NYC Campus, Paris Campus

Offered in: Fall, Spring

Co-requisites: None

Pre-requisites: None

Course open to: Undergraduate students.

Description:

This course reviews the fundamentals of elementary and intermediate algebra with applications to business and social science. Topics include: using percents, reading and constructing graphs, Venn diagrams, developing quantitative literacy skills, organizing and analyzing data, counting techniques, and elementary probability. Students are also exposed to using technology as graphical and computational aids to solving problems. This course does not satisfy any requirements for the Interdisciplinary Science major.

PROGRAM ELECTIVE

Description:

A Program Elective is any business art/design practice, or vocationally oriented course that is not a required course. They can be taken in Design and Management, other SDS programs, or other programs around The New School.

You can take Program Electives in other programs at Parsons:

- The course must be open to non-majors (check the course description).
- You must meet the pre-requisites (check the course description).
- Some courses may be based on availability after students in that major have finished registering.

INTRO TO POLITICAL ECONOMIES

Number:	ULEC 2230
Format:	Lecture
Location:	NYC Campus, Paris Campus
Offered in:	Spring
Co-requisites:	ULEC 2231: Intro to Political Economies (Recitation)
Pre-requisites:	None
Course open to:	Undergraduate students.

Description:

This introductory course provides an overview of the history, theories, and institutions of the contemporary world economy. The focus will be on the globalization of the real economy -- production and labor -- and finance. Underpinning these concepts are the frameworks of supply and demand, how companies behave, and how governments try to regulate them. This course aims to develop an analysis of the current economic crisis, and will include discussion of variations in capitalist economies and an overview of the institutions and dynamics of growth in the post-W.W. II period: their breakdown in the 1960s; the spread of international crisis in the 1970s; and the rise of neoliberalism as a response and the crises of various neoliberal strategies that ensued in the 1980s to the present. Subjects will include austerity and debates about debt levels and debates about immigration and international banking regulation. The course will be built around case studies and student projects, but will also involve a survey of fundamental principles of economics. The goal is economic literacy, as upon completion of the course, students will be able to read the newspaper, government reports, and some economic articles, and interpret the events with regard to the goals of sustainable and equitable growth, and will be able to write and speak intelligently on economics issues using statistics. This course satisfies the economics requirements for Global Studies, Lang Economics and the Parson BBA degree. Students must register for both the lecture and discussion section of this course.

INTEGRATIVE STUDIO 2

Number:	PUFY 1001
Format:	Seminar
Location:	NYC Campus, Paris Campus
Offered in:	Spring, Summer
Co-requisites:	PUFY 1011 Integrative Seminar 2
Pre-requisites:	None
Course open to:	Undergraduate students

Description:

How many ways are there to explore an idea? In Integrative Studio 2, students fact-find individually and in groups to explore all types of discovery and documentation. Research often requires moving out into the world through field work, experimentation, failure, and creative problem solving. The studio integrates learning from other first year courses, especially in thematic links to Integrative Seminar 2. At various times in the semester, the two classes share concepts and assignments, bringing together reading, writing and making in a manner that is essential to the creative research of professional artists and designers. Course sections are thematic and include:

Community Engagement How do we experience design? What does it mean to engage in a community -- in a city, with a group, in shaping an organization, in reconfiguring a service -- as a designer? Under this theme students will begin to unearth the complex systems that connect design to behaviors.

Constructed Environments How does the built environment shape our contexts and, by extension, our understanding? What potential lies in an interior's design? How does a product instruct a user? When does a building determine action? Students will explore the interconnectedness of large-scale thinking with on-the-ground user experience to explore the complexity of a designer's engagement.

Fashion How does fashion speak? What information do we derive from a seemingly simple, yet utterly complex system of material, image, body, history and site within the social and global sphere? Students will engage with such complexities while interrogating new ways to approach topics such as form, beauty and sustainability.

Visual Culture How are messages embedded in visual culture? How, in turn, are photographs, videos, illustrations, performances, graphic novels, sculptures, technological innovations - and more - used to communicate an idea or position? And what might it mean to make something that doesn't fit into any one category as we know it? Students will explore interdisciplinarity, collaborative making, the productivity of creative failures, and more.

INTEGRATIVE SEMINAR 2

Number:	PUFY 1011
Format:	Seminar
Location:	NYC Campus, Online
Offered in:	Spring, Summer
Co-requisites:	PUFY 1001 Integrative Studio 2
Pre-requisites:	None
Course open to:	Undergraduate students

Description:

In Integrative Seminar 2, the skills acquired in Integrative Seminar 1 are expanded through the introduction of a wide variety of research methods—both digital and analog—and in projects that are shared with Integrative Studio 2. Students use digital tools and online platforms along with fieldwork to extend the research and creative problem-solving undertaken in class. Using methods such as interviews, visual research, online sources, libraries, experiments, and first hand observation, students are exposed to the multiple ways in which a topic can be researched. This course offers options that align with the research approaches used within the different schools at Parsons, as follows:

Community Engagement How do we experience design? What does it mean to engage in a community -- in a city, with a group, in shaping an organization, in reconfiguring a service -- as a designer? Under this theme students will begin to unearth the complex systems that connect design to behaviors.

Constructed Environments How does the built environment shape our contexts and, by extension, our understanding? What potential lies in an interior's design? How does a product instruct a user? When does a building determine action? Students will explore the interconnectedness of large-scale thinking with on-the-ground user experience to explore the complexity of a designer's engagement.

Fashion How does fashion speak? What information do we derive from a seemingly simple, yet utterly complex system of material, image, body, history and site within the social and global sphere? Students will engage with such complexities while interrogating new ways to approach topics such as form, beauty and sustainability.

Visual Culture How are messages embedded in visual culture? How, in turn, are photographs, videos, illustrations, performances, graphic novels, sculptures, technological innovations - and more - used to communicate an idea or position? And what might it mean to make something that doesn't fit into any one category as we know it? Students will explore interdisciplinarity, collaborative making, the productivity of creative failures, and more.

MARKETING, PR AND BRANDING

Number: PUDM 2315

Format: Seminar

Location: NYC Campus, Paris Campus, Online

Offered in: Fall

Co-requisites: None

Pre-requisites: None

Course open to: All School of Design Strategies undergraduate degree students; other students with permission of BBA in Strategic Design and Management program.

Description:

An exploration of theories and principles governing contemporary marketing tools and practices, beginning with an introduction to the foundations of human motivation and behaviors surrounding persuasion regarding market engagement, from historical models to contemporary trends. The investigation of market landscapes, the analysis and definition of target markets, branding, and the development and organization of communication strategies and tactics - including the use of traditional and new media platforms, to effectively and efficiently respond to the needs of all stakeholders. Particular emphasis will be placed on design and creative businesses, as well as contemporary consumer behaviors impacted by and impacting brand values and positions involving social and environmental consciousness, for raising the visibility of services and product offerings. Case studies and classroom assignments will investigate the role of occupational, social and cultural factors in targeting information and engaging audiences in public relations practices.

MANAGING CREATIVE PROJECTS AND TEAMS

Number: PUDM 2115

Format: Seminar

Location: NYC Campus, Paris Campus, Online

Offered in: Fall

Co-requisites: None

Pre-requisites: None

Course open to: All School of Design Strategies undergraduate degree students; other students with permission of BBA in Strategic Design and Management program.

Description:

In this course students are exposed to the theoretical contexts of organizational settings and the human dynamics within these settings, such as feedback, incentives and rewards. Student learn effective team-building and collaboration tools, including time-management, leadership and conflict resolution skills. Students also explore methods of ideation and planning that are central to most forms of project management and their application to the practice of design.

HISTORY OF DESIGN

Number: PLDS 2190

Format: Seminar

Location: NYC Campus, Paris Campus

Offered in: Fall, Spring

Co-requisites: PLDS 2191 Recitation

Pre-requisites: None

Course open to: Bachelors degree in Design & Management, Integrated Design, and Product Design majors; others by permission of the School of Art and Design History and Theory. Pre-requisites: first-year university writing course and at least one prior history or methods course in art, media, film, or visual culture.

Description:

This course introduces significant developments in the history of design in Europe and America from 1850 to 2000. The lectures will examine a variety of object types, including furniture, interiors, graphics, and products, and draw examples from the well known as well as the anonymous. Throughout, design will be situated within its social, cultural, political and economic contexts. Materials, technology, and debates informing the configuration of things?such as Modernism and taste?will be considered, as will the changing role of the designer, and the effects of the shifting ways of life on patterns of production and consumption. In addition, the course will also consider how issues of gender, race, and class affect design. Readings will come from both primary and secondary sources, and new approaches and methods in the study of the history of design will be discussed. Pathway: Art and Design History

INTRO TO DESIGN STUDIES

Number: PLDS 2500

Format: Lecture

Location: NYC Campus

Offered in: Fall, Spring

Co-requisites: PLDS 2501 Recitation

Pre-requisites: None

Course open to: Bachelors degree in Architectural Design, Communication Design, Design & Technology, Fashion Design, Integrated Design, Illustration, Interior Design, and Product Design majors; others with permission. Pre-requisites: first-year university writing course and at least one prior history or methods course in art, media, film, or visual culture.

Description:

This class examines different aspects of design and visuality by looking at larger questions of production, consumption, and use and how these issues become part of a larger discourse about design and visual culture. The design process is intricately tied to visuality, or how things appear and look; thus, the course uses images to provide students with a better understanding of their chosen field of study at Parsons. We will assess the relationship between design and the visual by investigating questions about gender, spatial control, ethics, race, status, and class. We will look at a variety of theoretical, historical, social, and political writings to explore this complicated topic. Pathway: Design Studies

INFORMATION VISUALIZATION

Number: PUDM 2700

Format: Studio

Location: NYC Campus, Paris Campus

Offered in: Fall

Co-requisites: None

Pre-requisites: LMTH 1950 Quantitative Reasoning

Course open to: All School of Design Strategies undergraduate degree students; other students with permission of BBA in Strategic Design and Management program

Description:

This project-based course introduces information theory and the various means of visually representing the world with the intention of uncovering hidden realities and effects. Throughout the course, students explore, analyse and reconfigure quantitative and qualitative data and use fundamental graphical principles to present their findings. Students hence engage with mapping as a creative activity that sets the stage for the planning of design interventions.

LIBERAL ARTS ELECTIVE

Description

Students can choose to take any courses around the new school that fall under the following academic categories, making sure that the overall credit requirements are met:

Humanities (3 credits required)

- English, literature, media studies, philosophy, music, foreign language

Social Science (6 credits required)

- Psychology, anthropology, political science, cultural studies, sociology, history

General Liberal Arts (6 credits required)

- Any of the above, plus natural science
- Confirm with your advisor which requirement it fulfills

RESEARCH AND DEVELOPMENT METHODS

Number: PUDM 3301

Format: Seminar

Location: NYC Campus, Paris Campus

Offered in: Fall

Co-requisites: None

Pre-requisites: None

Course open to: All School of Design Strategies upper-level undergraduate degree students; other upper-level students by permission of BBA in Design and Management Program

Description:

An introduction to the integration of research and design methodology, this course covers techniques of data collection and analysis that are commonly used in the context of design. Texts drawn from the social sciences are used to examine the fundamental principles upon which these techniques are based and to critique ways in which they have been applied, but emphasis is placed upon experimentation, and students gain immediate insight into their use in a series of projects that extend outside of the classroom. In this course, students gain practical experience conducting social-scientific research as well as strong theoretical understanding of the role that such research can play in processes of design development.

QUANTITATIVE REASONING 2

Number: PUDM 4050

Format: Seminar

Location: NYC Campus, Online

Offered in: Fall

Co-requisites: None

Pre-requisites: None

Course open to: All School of Design Strategies upper-level undergraduate degree students; other upper-level students by permission of BBA in Design and Management program.

Description:

In today's business arena, strategic planning, marketing and analytical skills are demanded by all businesses. It is critical for a manager to have the ability to accurately assess the challenges and complexities of the firm's business environment, and to be versed in the skills and tools for devising strategic plans and to execute them in pursuing optimal strategic directions. This course provides students with the key theories, conceptual frameworks, and techniques that they will use when performing these managerial tasks. Specifically, the course is broken down into six modules: introduction to the management process; the strategic planning process; strategic marketing; organizational structure; human resources policies and management; and the business of the planning process. The course will also draw upon case studies from various industries. While the theoretical part focuses on fundamental factors affecting the fate of any business, the practical part helps students obtain insights into the operational determinants of business success through the analysis of specific cases.

INNOVATION

Number: PSDS 2000

Format: Lecture

Location: NYC Campus

Offered in: Spring

Co-requisites: PSDS 2001: Innovation Recitation

Pre-requisites: None

Course open to: All School of Design Strategies undergraduate degree students; others by permission of BBA in Design and Management program

Description:

What makes something truly new or original? How do you spot opportunities to create new things, services or experiences? How do you determine whether a specific innovation is actually a good thing? What is the history of innovation and how may innovative ideas and practices become integrated into cultural practices? This course explores classic texts on entrepreneurship and innovation, while placing special focus on the role of artists and designers as agents of change, and the nature and promise of technology in the creation of our possible future(s). Lecture/Discussion Section note: PSDS 2000 and 2001 must be taken together in order to qualify for credit.

BUSINESS DESIGN AND PLANNING

Number: PUDM 4050

Format: Seminar

Location: NYC Campus, Online

Offered in: Fall

Co-requisites: None

Pre-requisites: None

Course open to: All School of Design Strategies upper-level undergraduate degree students; other upper-level students by permission of BBA in Design and Management program.

Description:

In today's business arena, strategic planning, marketing and analytical skills are demanded by all businesses. It is critical for a manager to have the ability to accurately assess the challenges and complexities of the firm's business environment, and to be versed in the skills and tools for devising strategic plans and to execute them in pursuing optimal strategic directions. This course provides students with the key theories, conceptual frameworks, and techniques that they will use when performing these managerial tasks. Specifically, the course is broken down into six modules: introduction to the management process; the strategic planning process; strategic marketing; organizational structure; human resources policies and management; and the business of the planning process. The course will also draw upon case studies from various industries. While the theoretical part focuses on fundamental factors affecting the fate of any business, the practical part helps students obtain insights into the operational determinants of business success through the analysis of specific cases.

GLOBAL PROFESSIONAL PRACTICES

Number: PUDM 3420

Format: Seminar

Location: NYC Campus

Offered in: Fall

Co-requisites: None

Pre-requisites: None

Course open to: All School of Design Strategies undergraduate degree students; other students with permission of BBA in Strategic Design and Management program

Description:

This course introduces guidelines for professional practice in international contexts. Topics addressed include understanding regulations to maximizing the functioning of teams in various locations, intercultural management with its challenges, and the potentials of cross-cultural fertilization. Case scenarios will investigate global corporate responsibility in supply chain management as well as the auditing of work conditions and productivity. Students will not only explore methods to understand local demands helping companies to make product and service specific decisions; cultural context will be researched to support efficient local structures and new local economies that contribute to new global perspectives.

INTEGRATIVE RESEARCH AND DEVELOPMENT

Number: PUDM 3311

Format: Seminar

Location: NYC Campus, Paris Campus

Offered in: Spring

Co-requisites: None

Pre-requisites: PUDM 3301 Research & Development Methods

Course open to: All School of Design Strategies upper-level undergraduate degree students; other upper-level students by permission of BBA in Design and Management Program

Description:

This course builds upon material covered in the introductory Research and Development Methods course, offering students an opportunity to experiment with the development of advanced approaches to the integration of research and design methodology. Relationships between the theoretical frameworks in which methods are grounded and the contexts and conditions in which they are applied will be examined in a project-oriented manner similar to that of the introductory course, but the breadth of such exploration will narrow as students delve deeper into the process of developing methodologies that are tailored to specific domains of interest (much as they might be expected to do in the context of developing a thesis). As students engage in this process — a process that is intrinsically experimental — they will draw heavily upon managerial and organizational skills covered in other courses and, in so doing, will encounter a rich opportunity to demonstrate the value of an education that spans the disciplines of design and management.

STRATEGIC MANAGEMENT

Number: PUDM 4050

Format: Seminar

Location: NYC Campus, Online

Offered in: Fall

Co-requisites: None

Pre-requisites: None

Course open to: All School of Design Strategies upper-level undergraduate degree students; other upper-level students by permission of BBA in Design and Management program.

Description:

In today's business arena, strategic planning, marketing and analytical skills are demanded by all businesses. It is critical for a manager to have the ability to accurately assess the challenges and complexities of the firm's business environment, and to be versed in the skills and tools for devising strategic plans and to execute them in pursuing optimal strategic directions. This course provides students with the key theories, conceptual frameworks, and techniques that they will use when performing these managerial tasks. Specifically, the course is broken down into six modules: introduction to the management process; the strategic planning process; strategic marketing; organizational structure; human resources policies and management; and the business of the planning process. The course will also draw upon case studies from various industries. While the theoretical part focuses on fundamental factors affecting the fate of any business, the practical part helps students obtain insights into the operational determinants of business success through the analysis of specific cases.

FINANCIAL MANAGEMENT

Number: PUDM 3409

Format: Seminar

Location: NYC Campus, Paris Campus, Online

Offered in: Fall

Co-requisites: None

Pre-requisites: LMTH 1950 Quantitative Reasoning;
ULEC 2230 Intro to Political Economy

Course open to: All School of Design Strategies upper-level undergraduate degree students; other upper-level students with permission of BBA in Design and Management program

Description:

This course provides an introduction to accounting as well as to the three major fields of finance: financial institutions, investments, and corporate finance. The emphasis is on a thorough understanding of underlying concepts—including the time value of money, risk and reward, and valuation—and their practical application for entrepreneurs, managers, and investors.

ETHICAL DECISIONS AND LEADERSHIP

Number: PUDM 2454

Format: Seminar

Location: NYC Campus

Offered in: Spring

Co-requisites: None

Pre-requisites: None

Course open to: All university undergraduate degree students.

Description:

Through readings in classic and contemporary ethical literature, and through case studies of real ethical dilemmas, this course examines the moral considerations that students may encounter in management situations, business and creative pursuits.

PORTFOLIO STRATEGIES

Number:	PSDS 4110
Format:	Lecture
Location:	NYC Campus
Offered in:	Fall, Spring
Co-requisites:	PSDS 4111 Workshop
Pre-requisites:	None
Course open to:	School of Design Strategies undergraduate degree students; seniors only

Description:

Like all college students, those who attend programs within Parsons' School of Design Strategies (SDS) are confronted with the challenge of integrating diverse and sometimes fragmented learning experiences into coherent bodies of knowledge. Unlike most students in traditional degree programs, however, SDS students face an additional challenge as a result of the processes and media with which they work: that of articulating the value of competencies that are embedded in—and often obscured by—the production of complex artifacts. In this lecture/workshop course, students will learn about “knowledge assets” and become skilled at identifying, highlighting and articulating the value of their competencies. The lecture portion of this course will introduce fundamental concepts including knowledge assets, human capital, and intellectual development. Workshop sessions are dedicated to the articulation of individual expertise and interests through the production of a personal portfolio, a portfolio management system, and essays. Lecture/Workshop Section. Note: PSDS 4110 and 4111 must be taken together in order to qualify for credit.

BUSINESS REGULATIONS AND PRACTICES

Number: PUDM 4045

Format: Seminar

Location: NYC Campus

Offered in: Fall

Co-requisites: None

Pre-requisites: None

Course open to: All School of Design Strategies undergraduate degree students; other students with permission of BBA in Strategic Design and Management program

Description:

This course addresses American jurisprudence as it applies to business. It draws on students' concurrent studies in economics, finance and marketing, while also introducing new business concepts. Topics include intellectual property, business torts and crimes, contracts, secured transactions, creditors' rights, bankruptcy, employment law, licensing and business organizations (sole proprietorships, partnerships, and corporations).

SENIOR PROJECT 1

Number: PUDM 4050

Format: Seminar

Location: NYC Campus, Online

Offered in: Fall

Co-requisites: None

Pre-requisites: None

Course open to: All School of Design Strategies upper-level undergraduate degree students; other upper-level students by permission of BBA in Design and Management program.

Description:

In today's business arena, strategic planning, marketing and analytical skills are demanded by all businesses. It is critical for a manager to have the ability to accurately assess the challenges and complexities of the firm's business environment, and to be versed in the skills and tools for devising strategic plans and to execute them in pursuing optimal strategic directions. This course provides students with the key theories, conceptual frameworks, and techniques that they will use when performing these managerial tasks. Specifically, the course is broken down into six modules: introduction to the management process; the strategic planning process; strategic marketing; organizational structure; human resources policies and management; and the business of the planning process. The course will also draw upon case studies from various industries. While the theoretical part focuses on fundamental factors affecting the fate of any business, the practical part helps students obtain insights into the operational determinants of business success through the analysis of specific cases.

SENIOR PROJECT 2

Number: PUDM 4050

Format: Seminar

Location: NYC Campus, Online

Offered in: Fall

Co-requisites: None

Pre-requisites: None

Course open to: All School of Design Strategies upper-level undergraduate degree students; other upper-level students by permission of BBA in Design and Management program.

Description:

In today's business arena, strategic planning, marketing and analytical skills are demanded by all businesses. It is critical for a manager to have the ability to accurately assess the challenges and complexities of the firm's business environment, and to be versed in the skills and tools for devising strategic plans and to execute them in pursuing optimal strategic directions. This course provides students with the key theories, conceptual frameworks, and techniques that they will use when performing these managerial tasks. Specifically, the course is broken down into six modules: introduction to the management process; the strategic planning process; strategic marketing; organizational structure; human resources policies and management; and the business of the planning process. The course will also draw upon case studies from various industries. While the theoretical part focuses on fundamental factors affecting the fate of any business, the practical part helps students obtain insights into the operational determinants of business success through the analysis of specific cases.

BUSINESS MODELS AND ENTREPRENEURIAL STRATEGY

Number: PSDS 3106

Format: Seminar

Location: NYC Campus, Paris Campus, Online

Offered in: Fall , Spring

Co-requisites: None

Pre-requisites: PUDM 3409 Financial Management

Course open to: All university upper-level undergraduate students

Description:

A comparative study of business models and planning processes, this course provides students with an understanding of the basic components of all businesses, and the ability to ask the questions and conduct the research that will enable them to understand how any business is constructed. Topics include internal components (mission and objectives; organizational facilitators and leadership; financial structure, etc.) and external components (external environment and competitive positioning; pricing mechanisms; cultural and geographic landscape, etc.).