NEW YORK UNIVERSITY
A Tradition of Innovation and Excellence

Founded in 1831, New York University (NYU) is one of the largest private universities in the United States. The University’s diverse programs, both on-site and online, share a high standard of achievement and excellence, and are designed to address global challenges across a range of disciplines, from business and the sciences to education and the arts. With 18 schools, colleges, institutes, and programs in New York City and sites in Africa, Asia, Europe, and South America, NYU has established itself as the first Global Network University, most recently launching a comprehensive liberal arts campus in Abu Dhabi. Students at NYU take on a crucial role as global citizens by attending a university that truly is in—and of—the world.

NYU SCHOOL OF CONTINUING AND PROFESSIONAL STUDIES

Founded in 1934, the NYU School of Continuing and Professional Studies (NYU-SCPS) incorporates rigorous research university standards and the practitioner expertise of many of the principal knowledge-based industries of New York, notably real estate finance and development, hospitality, tourism, sports management, philanthropy, publishing, graphic communications management, global affairs, translation, management and systems, marketing, public relations, human capital management and leadership, finance and accounting (among others). Its graduate and undergraduate programs prepare full- and part-time students for leadership in specialized fields. And comprehensive noncredit offerings enable professionals—and the organizations that employ them—to acquire skills and understanding for continued success in the ever-changing global economy.

POLYTECHNIC INSTITUTE OF NEW YORK UNIVERSITY

The Polytechnic Institute of New York University (NYU-Poly) is one of New York’s most comprehensive schools of engineering, applied sciences, technology, and research, and is rooted in Polytechnic’s 156-year tradition of invention, innovation, and entrepreneurship. Founded in 1854, the Institute is one of the nation’s oldest private engineering schools. In addition to its New York City campus, NYU-Poly offers programs at sites throughout the region and around the globe.
DEVELOP YOUR COMPANY’S HUMAN CAPITAL

Enterprise Learning programs, offered jointly by the New York University School of Continuing and Professional Studies (NYU-SCPS) and the Polytechnic Institute of New York University (NYU-Poly), are designed to advance the expertise of professionals in business, management, and technology through graduate degree, graduate certificate, undergraduate degree, and professional certificate programs tailored to meet the specific learning requirements of your organization. Your company can become an Enterprise Learning partner and take advantage of customized educational programs aligned with your strategic objectives. Enterprise Learning programs provide employees with an in-depth understanding of the best practices, innovative strategies, and leading-edge methodologies in their fields as well as the knowledge and skills required to take on leadership roles within the organization, thus assuring your company’s competitive edge in today’s global marketplace.

FLEXIBLE DELIVERY FORMATS

Enterprise Learning supports your organization’s workforce development goals, offering programs anywhere your employees are located: at your offices, online, or at NYU campuses in New York City and academic centers around the world. If professional or personal demands prevent your personnel from furthering their education and expertise, they can now confidently turn to Enterprise Learning to earn a degree or certificate.

EMPLOYEES RECEIVE PERSONAL ATTENTION

With an Enterprise Learning partnership, your employees get direct personal attention from an Enterprise Learning concierge, a dedicated professional who assists in identifying programs that best suit your staff’s educational goals—and your development objectives. The concierge helps your personnel navigate registration and enrollment and gives you direct access to the status of your employees—providing you with confident and comprehensive reporting.

HOW YOUR COMPANY BENEFITS

As an Enterprise Learning partner, you and your employees receive responsive and responsible service that reflects the high standards of NYU. As a partner, your company is entitled to tuition-reimbursement arrangements that meet your organization’s objectives for quality employee education under a reasonable tuition plan.

CONTACT INFORMATION

Visit www.nyu.edu/enterpriselearning or contact Jay VanDerwerken, Managing Director, Enterprise Learning, at (718) 260-3611 or jvanderw@poly.edu to learn more about the Enterprise Learning program.
GLOBAL BUSINESS MANAGEMENT

Graduate programs and professional certificates in global business management teach professionals the most effective practices and methodologies to navigate successfully in today's international business environment.

GRADUATE PROGRAMS

MASTER’S DEGREES

M.S. in Global Affairs
This master's degree program provides professionals with an indispensable context for understanding critical issues in international politics, economics, dispute settlement, law, human rights, energy, the environment, and related areas. Students benefit from a unique and pragmatic approach, placing the academic theory of global affairs into a practical, real-world context.

NYU-SCPS

M.S. in Hospitality Industry Studies
This program prepares students for leadership positions in the multibillion-dollar global hotel industry. The curriculum equips students with the knowledge to play an integral role in the planning and development process and to strategically analyze hotel operations. Students gain an in-depth understanding of revenue management strategy, hotel economics, investment and development, and technology.

NYU-SCPS

M.S. in Human Resource Management and Development
In this master’s program, students gain a competitive advantage by acquiring in-depth knowledge of business, management, and how to invest in, and develop, human capital to directly impact an organization’s bottom line. Graduates are equipped with the financial knowledge, technological savvy, and innovative business strategies to align human resource initiatives with a company’s financial goals. Concentrations are offered in Human Resource Development, Human Resource Management, and Organizational Effectiveness.

NYU-SCPS

M.S. in Organizational Behavior
Global competition has generated new, innovative strategies, tools, and technologies to improve quality, reduce inventory, and curtail cycle time by focusing on design- and product-realization processes. The M.S. in Organizational Behavior program teaches professionals to implement effective manufacturing methods, such as total quality management, just-in-time manufacturing, and total quality control.

NYU-POLY

M.S. in Sports Business
Professionals in this rapidly evolving industry must have leading-edge knowledge of management, business, and leadership principles and best practices. The curriculum of this program reflects technological advancements in media and the digital world, such as increased use of metrics; new theories and strategies on negotiations, sponsorships, and other critical financial issues; and the growth in collegiate and professional sports.

NYU-SCPS

M.S. in Tourism Management
This graduate program provides students with the financial, analytic, and professional skills necessary for a successful career in the global tourism industry by integrating theory with industry-specific analysis. Students prepare for senior positions in such areas as destination planning, tourism product development, and tourism policy analysis.

NYU-SCPS

M.S. in Translation
This program provides individuals with the skills and knowledge to serve as professional translators, with a particular emphasis on translating in financial and legal settings. Students learn to translate from French or Spanish into English and acquire the skills to solve complex problems of terminology.

NYU-SCPS
GRADUATE CERTIFICATES

Benefits and Compensation
This graduate certificate program prepares students to make a considerable impact on an organization’s effectiveness by developing and retaining talent, formulating performance management systems, and designing competitive compensation plans. Courses created specifically for this certificate include topics such as retirement plans, variable pay, and executive compensation. NYU-SCPS

Core Business Competencies
The courses in this program—in business strategy and ethics, finance, human resource management, information technology, and marketing—represent the core competencies in which every businessperson must be proficient to succeed in today’s highly competitive global business environment. The program is ideal for individuals who want to upgrade and update their general business knowledge and skills. NYU-SCPS

Hospitality Industry Studies
This graduate certificate addresses the increasing complexity of the business of hotels, including the global expansion of hotel brands and ownership structures, to enable students to enhance their professional qualifications in the area of hotel business. Courses include marketing, finance, law, operations, and statistics, as they pertain to the hotel industry. NYU-SCPS

Human Resource Management
This program provides professionals with a strong foundation to advance their HR expertise. Coursework focuses on dispute resolution, team building, coaching, benefits, and communication. NYU-SCPS

Organizational and Executive Coaching
Students in this graduate certificate program gain a comprehensive understanding of business coaching theory, methodology, and techniques. The curriculum is aligned with standards of the Graduate School Alliance for Executive Coaching, of which NYU is a founding board member, and meets the standards of the International Coaching Federation. NYU-SCPS

Sports Business
This graduate program reflects the expansion and complexity of today’s global sports industry, addressing recent developments, such as the increased use of metrics and optimizing sponsorships. The certificate provides students with the opportunity to establish a knowledge base and enhance their professional qualifications in the area of sports business. Courses focus on the core knowledge necessary to work in the sports industry, including law, economics, finance, revenue strategies, and major events. NYU-SCPS

Strategy and Leadership
Managers and business leaders in the 21st century must set clear objectives with a competitive strategic advantage, motivate employees, and redevelop a culture of trust, integrity, and profit. Students in this program gain the skills to become leaders in today’s global, customer-centric marketplace. NYU-SCPS

(continued)
Ethics and Corporate Governance
In this professional certificate program, topics examined include legal and ethical responsibilities of corporate directors and officers, executives, managers, and personnel at all levels, as well as legislative responses, such as the Sarbanes-Oxley Act of 2002. NYU-SCPS

Global Affairs
Students in this program gain an in-depth understanding of trade policies, the role of multinationals, economic strategies of developing countries, and economic integrations that shape today’s economy and influence international relations. The curriculum offers a solid foundation in global affairs, as well as methods for understanding a world that is constantly evolving. NYU-SCPS

Global Philanthropy
This professional certificate program, designed for individuals who work in the public sector, governmental, and nongovernmental organizations (NGOs), prepares participants to assess and address the challenges facing both programming officers and fundraisers. Students examine current issues confronting humanitarian assistance, ethics, governance, and related issues—from both the programming and fundraising perspectives. NYU-SCPS

Leadership and Organizational Development
This certificate program is designed to help students advance in their leadership development roles, internal organizational development, and change-management positions. Upon completion students have acquired essential skills in facilitation and organizational diagnostics, intervention design, internal consulting, leadership development, and change management. NYU-SCPS

Tourism Management
This graduate certificate program provides students with the opportunity to establish a knowledge base and enhance their professional qualifications in tourism management. The curriculum reflects the current and future growth in the global tourism industry, with courses on tourism planning, marketing, product development, and financial strategies. NYU-SCPS

PROFESSIONAL CERTIFICATE PROGRAMS

Business Management
This program provides students with a comprehensive overview of business and an introduction to the four major branches of the industry: management, marketing, information technology, and finance. Upon completion of the program, students have an understanding of business management practices, introductory marketing, the fundamentals of information technology, and the basics of finance. NYU-SCPS

Conflict Dispute and Resolution
Professionals in almost every sector of today’s business world benefit from enhancing their skills in dispute resolution. Upon completion of this professional certificate program, students are well versed in the theory, practice, and limitations of the negotiation and arbitration process; the role of third-party intervention in the resolution of conflicts; and the role of mediator as facilitator. NYU-SCPS
Management Practices
This certificate provides a solid skill set in management and a thorough understanding of corporate politics and interpersonal relationships in the workplace. Upon completion, students have an understanding of management practices and principles and have learned invaluable supervisory and leadership skills. NYU-SCPS

Project Management
This program provides the knowledge and skills necessary to operate successfully as a project manager (PM) in a variety of industries, including business and information technology. NYU has been reviewed and approved as a provider of project management training by the Project Management Institute (PMI). NYU-SCPS

Sustainability Leadership
The Sustainability Leadership certificate program educates and trains professionals in the interdisciplinary nature of sustainability. By relating theory to practice and implementation, students are equipped with the tactical skills necessary to develop and implement sustainable practices throughout their organizations—locally, nationally, and globally. NYU-POLY

Translation
Linguistically skilled individuals of diverse professional and educational backgrounds develop abilities in the field of translation in this professional certificate program. The certificate can be earned in general translation or one of seven language pairs, including Arabic to English, French to English, English to French, German to English, Spanish to English, English to Spanish, and English to Portuguese. NYU-SCPS

UNDERGRADUATE DEGREE PROGRAMS FOR ADULTS
Professionals interested in earning their undergraduate degree should explore the associate’s and bachelor’s degree options at the NYU-SCPS Paul McGhee Division, which include the B.A. in Social Science with a concentration in Economics or Organizational Behavior and Communication, the B.S. in Leadership and Management Studies, the B.S. in Digital Communications and Media, and the A.A.S. in Business. The innovative programs in business-related fields offered through NYU-SCPS and NYU-Poly are designed to support professionals at every stage of their careers—from entry to senior level. For an extensive list of our programs in business, visit www.scps.nyu.edu/business.

RELATED PROGRAMS
M.A. IN GRAPHIC COMMUNICATIONS MANAGEMENT AND TECHNOLOGY, see page 12.
GRADUATE CERTIFICATE IN OPERATIONS MANAGEMENT, see page 18.
PROFESSIONAL CERTIFICATE IN ADVANCED TECHNICAL LEADERSHIP, see page 7.
PROFESSIONAL CERTIFICATE IN CLEAN ENERGY LEADERSHIP, see page 15.
COMPUTER SCIENCE AND ENGINEERING

Computer science and engineering programs help expand professional expertise in rapidly advancing fields, including cybersecurity, information security, business and technology leadership, and more.

GRADUATE PROGRAMS

MASTER’S DEGREES

M.S. in Computer Engineering
Computer engineers are experts in such dynamic areas as computer networks, VLSI design and testing, embedded systems design, and computer architecture. In the M.S. in Computer Engineering program, students learn the underlying principles of design and integration of computer components and systems required to work in such fields as telecommunications, computer networks, and microelectronics for either industry or government.

NYU-POLY

M.S. in Computer Science
The M.S. in Computer Science program includes a core curriculum in computer systems, theory, and programming/software, as well as the opportunity for students to focus on such topics as computer and network security, distributed systems and networking, computer graphics, and Web search technology. By completing a set of approved courses in cybersecurity, students can qualify for NSA Information Systems Security Certification.

NYU-POLY

M.S. in Cybersecurity
For computer networks and electronic infrastructures, cybersecurity experts stand as the last—and most effective—line of defense against attacks on data stored digitally. The M.S. in Cybersecurity program provides students with the knowledge and skills to safeguard the information of individuals, businesses, and government organizations. NYU-Poly is a designated NSA Center of Excellence in Information Assurance.

NYU-POLY

M.S. in Information Systems Engineering
Intended for professionals with two or more years of experience working in the computing or telecommunications industries, the M.S. in Information Systems Engineering produces leaders who can holistically design, develop, and run information systems that draw on the latest software, middleware, and technologies. This is a joint program with New York State’s Center for Advanced Technology in Telecommunications (CATT).

NYU-POLY

M.S. in Systems Engineering
This master’s program equips students with the theoretical knowledge and applied skills to manage the overall development of complex systems and achieve design objectives efficiently and effectively. Through modeling and simulation, analysis of signals and systems, theories of communication and control, and techniques of optimization and decision making, students acquire an in-depth understanding of both the business and the technical needs of customers to provide a quality product that meets user needs.

NYU-POLY
GRADUATE CERTIFICATES

Computer Engineering
This program prepares individuals for work across the spectrum of computer engineering, from supercomputers to laptops. Students learn to play a significant role in networking computers with intelligent devices, designing specialized hardware, and controlling industrial plants and the environment.  

NYU-POLY

Cybersecurity
Technical professionals learn to become sophisticated practitioners in the science of protecting vital computer networks and electronic infrastructures from attack in this graduate certificate program. Students explore the latest technology in emerging areas of security, such as computer and network security, digital forensics, cryptography, and biometrics.  

NYU-POLY

Image Processing
Image processing makes it possible to create, examine, and store what might otherwise be invisible to the naked eye. This graduate certificate program examines the technology behind applications such as digital television, medical imaging and teleradiology, as well as multimedia databases and communications. Students gain a solid understanding of digital image enhancement, filtering, analysis, and compression techniques.  

NYU-POLY

PROFESSIONAL CERTIFICATE PROGRAMS

Advanced Technical Leadership
This eight-module certificate program provides engineers, IT staff, and other technical personnel with highly sophisticated management skills, giving them the interpersonal tools they require to think and act as leaders.  

NYU-POLY

RELATED PROGRAMS

M.S. IN INFORMATION MANAGEMENT, see page 8.

M.S. IN MANAGEMENT AND SYSTEMS, see page 8.

GRADUATE CERTIFICATE IN SOFTWARE ENGINEERING, see page 9.

PROFESSIONAL CERTIFICATE IN INFORMATION SYSTEMS SECURITY, see page 9.
INFORMATION TECHNOLOGY MANAGEMENT

Information Technology Management programs provide professionals with in-depth knowledge of network and systems administration, Web development, database administration and development, and more.

GRADUATE PROGRAMS

MASTER’S DEGREES

M.S. in Accelerated Management of Technology
This master’s degree program prepares students to take part in the process of invention, innovation, and entrepreneurship with a curriculum that bridges the gap between technology and business. Students acquire the tools to analyze strategic and global management issues, apply their knowledge of technology and management in diverse settings, learn how to formulate new business models around technology-enabled innovation, and develop the skills and confidence to assume leadership positions in established firms as well as new ventures. NYU-POLY

M.S. in Information Management
With an increasingly knowledgeable customer base, the rise of hybrid content/technology competitors, and an evolving regulatory environment, there is more pressure than ever for information technology managers to innovate. The Executive M.S. in Information Management program is both pragmatic and managerial, not simply technical. The curriculum is geared toward executives who realize the necessity of delivering value to customers through information technology. NYU-POLY

M.S. in Management and Systems
With concentrations in Strategy and Leadership, Enterprise Risk Management, Database Technologies, and Systems Management, this interdisciplinary degree aligns mastery of leading-edge information technologies with business strategies. Students learn to analyze organizations as one dynamic system—a major competitive advantage in the global business environment—and to develop entrepreneurial approaches that are both holistic and specific. Students are prepared for leadership roles by learning to integrate sophisticated management and business development principles with advanced, innovative technologies. NYU-SCPS

M.S. in Management of Technology
New technological innovations—from the latest cancer treatments to e-book devices and shipment-tracking systems—spring forth constantly. Managers must understand how to foster this kind of innovation and build profitable businesses around it. The Executive M.S. program in Management of Technology teaches professionals to oversee the process of invention, innovation, and entrepreneurship. The proven and highly regarded curriculum—one of the first of its kind—bridges the technology and business worlds while maintaining a global perspective. NYU-POLY

GRADUATE CERTIFICATES

Enterprise Risk Management
This graduate certificate program provides students with a comprehensive approach to the challenges faced by managers where global data is readily available, risk is pervasive, regulations are ever-increasing, and the threat of disruption from potential crises is real. NYU-SCPS
Information Technologies
This program provides students with the skills and knowledge of today’s most widely used tools for gathering, storing, accessing, and utilizing information. Students build managerial and technical competencies and examine the more technical aspects of managing technology resources, including database management systems, information communication networks, and data and network administration and security. NYU-SCPS

Software Engineering
According to Money magazine, software engineering jobs in the 10-year period between 2004 and 2014 are expected to increase at an annual rate of 46 percent. Designed for the professional seeking a more in-depth understanding of the field, this graduate certificate program covers object-oriented software design, software validation, and project management, along with other topics. NYU-SCPS

IT Auditing
The Sarbanes-Oxley Act of 2002 created increased responsibilities for IT auditors. This professional certificate program teaches IT auditors, internal auditors, and information security professionals the best practices, pragmatic techniques, and skills necessary to plan and execute an IT audit. The curriculum is designed to augment auditing and security skills that can be applied by internal and external IT auditors and is also relevant to technologists and managers who are not auditors, as the impact of auditing pervades all areas in an organization. NYU-SCPS

PROFESSIONAL CERTIFICATE PROGRAMS
Information Systems Security
This professional certificate program augments the knowledge and technical skills of security professionals with best practices and pragmatic techniques. Students gain knowledge of the fundamental concepts in information systems security, including access control, administration, audit and monitoring, risk, response, and recovery. They expand their technical knowledge for the implementation of multiple technology environments, including client/server, Web, mainframe, wireless, and RFID. NYU-SCPS

RELATED PROGRAMS
M.S. IN COMPUTER SCIENCE, see page 6.
M.S. IN SYSTEMS ENGINEERING, see page 6.
PROFESSIONAL CERTIFICATE IN ENABLING TECHNOLOGIES AND TOOLS FOR 21ST CENTURY INDUSTRY, see page 15.
PROFESSIONAL CERTIFICATE IN MANAGEMENT PRACTICES, see page 5.
PROFESSIONAL CERTIFICATE IN PROJECT MANAGEMENT, see page 5.
FINANCE AND RISK MANAGEMENT

Our graduate programs and professional certificates in finance reflect the distinctive needs of individuals looking for the latest knowledge and most effective strategies to advance in their field and excel in their careers.

GRADUATE PROGRAMS

MASTER’S DEGREES

M.S. in Financial Engineering
This program, the largest of its kind with 350 master’s candidates from across the globe, prepares professionals for leadership roles, whether they work for commercial and investment banks, investment firms, insurance companies, pension funds, information technology development firms, or financial trading and risk management teams. NYU-POLY

GRADUATE CERTIFICATES

Financial Technology Management
This program provides professionals with the knowledge and skills to implement, manage, and use dynamic risk-management strategies for investment and commercial banks, corporate treasury offices, government agencies, financial advisory firms, consulting firms, energy marketing firms, and other financial institutions. NYU-POLY

PROFESSIONAL CERTIFICATE PROGRAMS

Risk Management
This graduate certificate program addresses the current need, as underscored by changes and new challenges in the global financial arena, to better educate finance professionals in the area of risk management. Topics covered include quantitative finance, options and derivatives, portfolio theory and application, factors that affect internal and external clients, among others, and ensure students learn dynamic strategies they can readily implement in the field. NYU-POLY

Accounting
This program covers the core concepts and principles of financial accounting and reporting. In addition, the certificate provides an introduction to related disciplines, such as auditing, forensic accounting, financial planning, and taxation. NYU-SCPS

Auditing
The Sarbanes-Oxley Act of 2002, along with other legislation, has increased the requirements for public companies and auditors with respect to financial reporting, internal control, and disclosure. This certificate is designed for professionals seeking to learn the issues and develop skills related to the auditing of financial reports and financial statements. NYU-SCPS
Income Tax Planning and Reporting
This program covers the full spectrum of work performed by income tax professionals including planning, compliance, and audit defense. Required courses provide the substantive fundamentals of income tax law by focusing on taxation practice and procedure as applicable to both corporate entities and individuals. Electives apply the foundational principles of tax law within specialized areas of emphasis. NYU-SCPS

International Business and Finance
In an era of instant global communications, interdependent economies, and dramatic international political developments, an understanding of the underlying economic, political, and social forces that drive business and finance is critical. Under the instruction of industry experts, this program is designed to equip professionals at all levels with the key skills of international business, as well as provide vital knowledge of U.S. business practices to international students. NYU-SCPS

Bookkeeping
Maintaining accounting and financial records is one of the most basic, yet most critical, functions of good business. This certificate covers the fundamentals of bookkeeping for professionals and managers who want to explore the most effective and up-to-date techniques for managing their books. NYU-SCPS

Financial Planning
The CFP® Certification program covers all 89 financial planning topics required by the CFP® Board of Standards and additional relevant topics. Certification indicates to potential clients that they are choosing a financial planner who is adept in both theoretical and practical knowledge and who adheres to the strict code of professional conduct set by the CFP® Board’s Code of Ethics and Professional Responsibility. NYU-SCPS

Financial Risk Management
This certificate program covers the measurement and management of financial risk, as well as the nature and operation of markets in futures, options, swaps, and other derivative instruments, which serve both as hedges against risk and as sources of potential profit. NYU-SCPS

Forensic Accounting
Recent cases of financial fraud underline the need for corporations to have professionals with extensive knowledge of forensic accounting. This certificate provides a comprehensive study of corporate investigation and litigation support, including the investigation and prevention of financial reporting fraud. NYU-SCPS

Related Programs
M.S. in Real Estate Development, see page 16.
M.S. in Tourism Management, see page 2.
Graduate Certificate in Core Business Competencies, see page 3.
MARKETING, COMMUNICATIONS, AND DIGITAL MEDIA

Graduate programs and professional certificates teach professionals leading-edge practices and strategies across a spectrum of fields, from public relations and publishing to digital media marketing and graphic communications management.

GRADUATE PROGRAMS

MASTER’S DEGREES

M.S. in Digital Imaging and Design
This master’s degree prepares professionals for creative careers in 3D computer animation, digital effects, and motion graphics. With a course of study that synthesizes the art of animation, professional production techniques, and the latest digital technologies, students learn the theoretical and practical foundations of digital imaging with a specialization in either 2D or 3D production. NYU-SCPS

M.A. in Graphic Communications Management and Technology
The M.A. in Graphic Communications Management and Technology—which received the International EDSF Award for Excellence in Education and Innovation in Higher Education—provides students with a combination of theory, broad-based skills, and practical applications of graphic communications media. Students develop their leadership abilities to manage advances in emerging media and apply innovative ideas to meet organizational objectives in this dynamic, global field. NYU-SCPS

M.S. in Integrated Marketing
The M.S. in Integrated Marketing program focuses on using marketing to support a company’s overall growth strategy. The core curriculum includes courses in finance, campaign management, strategic planning, digital marketing, and management. Students select more specialized courses from concentration areas in Brand Management, Digital Marketing, or Marketing Analytics. NYU-SCPS

M.S. in Integrated Digital Media
Preparing students for the rapidly expanding field of digital media communications, the M.S. in Integrated Digital Media program combines hands-on production work with study of the historical, legal, and philosophical aspects of digital media communications. Students acquire expertise with the creative experience and an understanding of the broader forces shaping communications technologies and society. NYU-POLY

M.S. in Public Relations and Corporate Communication
Named the nation’s best public relations education program in both 2009 and 2010, the M.S. in Public Relations and Corporate Communication program addresses the growing need for skilled communications professionals, including spokespersons, strategists, and leaders. Concentrations are offered in Public Relations Management and Corporate and Organizational Communication. NYU-SCPS
M.S. in Publishing
This master’s degree addresses the integration of traditional and new media in a rapidly changing industry. The program provides professionals with the fundamentals of book and magazine publishing, while preparing them to succeed in an era of digital publishing and media convergence. NYU-SCPS

PROFESSIONAL CERTIFICATE PROGRAMS

Digital Media Marketing
This program focuses on helping marketers build and sustain integrated digital media marketing campaigns. Marketing professionals with expertise in this area are invaluable assets to any organization as emerging technology continues to affect the way marketing is practiced today. NYU-SCPS

Intellectual Property Law
The importance of brand names in today’s commercial and social worlds and the impact of digital media and the Internet have created an enormous demand for managers and professionals familiar with current intellectual property issues. This certificate program offers a comprehensive study of the field, beginning with the nature and scope of intellectual property rights, and provides professionals with the skills for valuing and managing such rights. NYU-SCPS

MARKETING MANAGEMENT
This advanced certificate covers topics that are usually found in a graduate program or a professional training program delivered through business school. The certificate’s curriculum, which can be taken intensively in one semester, focuses on management issues facing senior marketing managers. Professionals develop and enhance their strategic marketing skills for effective management and delivery of management programs. NYU-SCPS

Public Relations
Almost every industry today requires a coordinated and effective public relations effort to shape strategy and build rapport with customers or voters, employees, stockholders, competitors, or the general public. This certificate program is the culmination of a 30-year-old curriculum developed and honed by a faculty of industry professionals who bring invaluable present-day experiences to the classroom. NYU-SCPS

RELATED PROGRAMS

GRADUATE CERTIFICATE IN IMAGE PROCESSING, see page 7.
PROFESSIONAL CERTIFICATE IN IPHONE AND IPAD APP DEVELOPMENT, see page 19.
Master’s degree and certificate programs in engineering span the breadth and depth of the field—from chemical, civil, electrical, and industrial engineering to project management, clean energy usage, sustainability, and more.

GRADUATE PROGRAMS

MASTER’S DEGREES

M.S. in Chemical Engineering
With each crucial discovery in the health and industrial sectors, businesses rely on chemical engineers to develop and implement these innovations effectively. The M.S. in Chemical Engineering program introduces employees to advanced design methods, provides an in-depth look at the research and development process, and equips professionals with the problem-solving strategies to find solutions to the obstacles involved in the production, usage, and treatment of chemicals and biochemicals. NYU-POLY

M.S. in Civil Engineering
Rapid population growth strains the built environment, with a shared civic infrastructure—bridges, dams, airports, and highways, among other resources—nearing capacity levels. The M.S. in Civil Engineering program responds to these issues by giving engineers the knowledge and skills to improve existing systems and design civic projects that answer the challenges of our constantly expanding society. NYU-POLY

M.S. in Electrical Engineering
Electrical engineers assume a principal role in implementing industrial infrastructure, from vast complexes to intricate applications on handheld devices. The M.S. in Electrical Engineering program gives professionals the critical knowledge and know-how of key subdisciplines, including control, signal processing, and computing, to achieve a thorough command of the field. NYU-POLY

M.S. in Mechanical Engineering
Mechanical engineers create the physical systems and devices that define modern society—everything from automobiles and power plants to artificial limbs and robots. This master’s degree program offers a balanced curriculum that emphasizes the principles behind designs and approaches. Students gain computational and research experience through working in state-of-the-art, government, and industry-funded laboratories. NYU-POLY

GRADUATE CERTIFICATES

Hazardous Waste Management
Engineering and environmental professionals who wish to enhance their expertise examine the industry’s best practices, as well as gain a framework for understanding and interpreting the complex regulations governing hazardous waste, in this comprehensive graduate certificate program. NYU-POLY

Power Electronics and Systems
With the ever-growing and critical demand for innovative energy alternatives that integrate with today’s and tomorrow’s power grids, sophisticated power engineers are in high demand. This graduate certificate program prepares professionals for key roles as power engineers in electric utilities and in the transportation, power equipment, and defense industries. NYU-POLY
Power Systems Management
In August 2003, 45 million people in eight U.S. states and one Canadian province experienced the largest electrical blackout in history. The incident underscored what professionals in energy industries understand very well: power systems require careful management and thoughtful oversight. This graduate certificate program gives professionals the knowledge and skills necessary to effectively manage power systems. NYU-POLY

Traffic Engineering
The curriculum of this graduate certificate program focuses on urban freeway and intercity networks, the management of arterial and street space, and the design and control of intersections. It also introduces students to the concepts and applications of Intelligent Transportation Systems (ITS) and its increasing importance in the field of traffic engineering. NYU-POLY

Enabling Technologies and Tools for 21st Century Industry
Industries are increasingly introducing products designed by worldwide R&D teams. The challenge this presents for companies is to build a global, cohesive, collaborative, scientific, and technical enterprise. This professional certificate program offers technical personnel—R&D staff, engineers, and product developers—an enterprise-wide technical language and a heightened understanding of the tools and technologies propelling companies into the next generation. NYU-POLY

PROFESSIONAL CERTIFICATE PROGRAMS

Clean Energy Leadership
This program is designed to help build a professional team trained in clean-energy technologies to meet state renewable energy requirements. Students acquire technical proficiency and learn current practices, ensuring that installers are qualified and perform to standard. This program is designed for engineers, R&D staff, product developers, and technical managers who influence installations and specifications and who want to take leadership roles in the new green-tech economy. NYU-POLY

RELATED PROGRAMS

M.S. IN INDUSTRIAL ENGINEERING, see page 18.
M.S. IN MANUFACTURING ENGINEERING, see page 18.
M.S. IN TRANSPORTATION PLANNING AND ENGINEERING, see page 17.
M.S. IN URBAN SYSTEMS ENGINEERING AND MANAGEMENT, see page 17.
PROFESSIONAL CERTIFICATE IN PROJECT MANAGEMENT, see page 5.
PROFESSIONAL CERTIFICATE IN SUSTAINABILITY LEADERSHIP, see page 5.
CONSTRUCTION, REAL ESTATE, AND URBAN PLANNING

Programs in real estate, construction, and urban planning keep professionals abreast of the latest trends in the building and planning industries and explore areas such as sustainable urban development, transportation planning, and environmental engineering.

GRADUATE PROGRAMS

MASTER’S DEGREES

M.S. in Construction Management
Future leaders are prepared through this graduate program to operate within an increasingly globalized and competitive marketplace, meet the changing needs, and seize the opportunities in the dynamic construction industry. Faculty of the NYU Schack Institute of Real Estate equip practicing and aspiring professionals with the knowledge of managing, entrepreneurship, human capital management, and business organizational skills for leading complex construction projects—or companies. Students learn to understand risk, technology, cost estimating, legal principles, leadership, profitability, and sustainability, becoming prepared to advance to the forefront of this vital field. NYU-SCPS

M.S. in Construction Management
This program prepares students for leadership positions in today’s highly competitive global construction environment—an industry that requires a strong grasp of technology, finance, and legal and business principles. Students learn to steer highly complex construction projects from their initial development to their post-construction stages. The curriculum also covers how to manage a project, avoid costly delays, maximize existing budgets, and control a project’s scope. NYU-POLY

M.S. in Environmental Engineering
With a multidisciplinary approach to the science and engineering of natural and manmade environmental systems, this program prepares students to design air, water, and waste treatment systems, and to control and operate environmental facilities. Students also learn modeling and simulation of environmental systems. NYU-POLY

M.S. in Real Estate
The M.S. in Real Estate program integrates theory, real-world application, and practice-based immersion in all phases of real estate—from initiating and analyzing to negotiating, financing, and closing the transaction. Courses examine in detail the breadth and depth of the various real estate disciplines, including development, finance, investment, valuation, project management, law, market analysis, digital design, and economics. Topics range from analyzing and financing to managing and owning. NYU-SCPS

M.S. in Real Estate Development
Students in this program gain the knowledge and skills to find innovative, sustainable solutions to the challenges confronting today’s real estate development industry—from planning and design to land use and environmental regulations. The curriculum emphasizes entrepreneurship, sustainable practices in construction and development, advanced finance, public–private partnerships, and global development. NYU-SCPS

M.S. in Transportation Management
In this master’s degree program, students examine transportation economics and finance, management, intelligent transportation systems and their applications, how transportation projects can be optimized, and the impact of government policies on people and businesses. Graduates of this program are equipped with the knowledge and skills to advance in the fields of transportation and facility management. NYU-POLY
M.S. in Transportation Planning and Engineering
Students in this program gain expertise in the key areas of traffic engineering, transportation economics, and public transportation systems. The course of study strongly emphasizes the rapidly emerging field of intelligent transit systems, which uses telecommunications and information technology to improve transportation functions. **NYU-POLY**

M.S. in Urban Systems Engineering and Management
This program examines how the discrete components of our urban systems—from street lamps to the response times of emergency units—are brought together to create a smoothly functioning metropolis. Both engineering and nonengineering professionals learn to understand and manage major urban infrastructure systems. **NYU-POLY**

**GRADUATE CERTIFICATES**

Construction Management
Taught by active practitioners attentive to the current dynamics of a global industry, this program provides students with foundational knowledge about the construction industry and emerging technologies essential for the successful construction project leader. **NYU-SCPS**

Construction Management
Offered jointly by the Department of Civil Engineering and Department of Technology Management at NYU-Poly, this graduate certificate incorporates aspects of both civil engineering and technology management to provide students with an understanding of the latest advancements in physical technology—as well as general management and construction management practices. **NYU-POLY**

Executive Certificate in Construction Management (Exec 21)
The certificate program strengthens longtime professional experience through structured coursework to further advance executive expertise. Topics range from financing and knowing which high-tech products best fit construction projects to effective communications with diverse client, worker, and public groups. **NYU-POLY**

Real Estate
This program provides students with a thorough introduction to best practices in finance, market and feasibility analysis, legal frameworks, and principles of development as they apply to the global real estate industry. **NYU-SCPS**

Transportation Management and Economics
Transportation managers must balance competing financial interests when making many of the decisions that affect public transportation issues. This graduate certificate program explores the financial considerations that power our transit experiences. The New York City metropolitan area serves as a living laboratory where students can analyze the inner workings of a complex transit system. **NYU-POLY**

**RELATED PROGRAMS**

PROFESSIONAL CERTIFICATE IN SUSTAINABILITY LEADERSHIP, see page 5.
MANUFACTURING

Programs in manufacturing address the professional need to increase productivity and profitability through the use of innovative strategies, tools, and technologies that address issues arising in engineering, quality control, cost-effectiveness, and project management.

GRADUATE PROGRAMS

MASTER’S DEGREES

M.S. in Industrial Engineering
Focusing on a systems viewpoint to the supply of products and services, this program teaches students to search for similarities in concepts, laws, and models across disciplines and then to adapt and integrate these similarities in innovative ways. Students learn the tools of analytical modeling, system simulation, and quality control management and also acquire the skills to move from analyzing and designing production systems to managing those systems. NYU-POLY

M.S. in Manufacturing Engineering
This master’s program supplements robust design concepts and production techniques with coursework on managing the human side of technological change and hands-on experience in real-world situations to help high-performance teams succeed. NYU-POLY

GRADUATE CERTIFICATES

Achieving World-Class Quality
Engineers are often required to build teams of people with different types of expertise—for example, product and process design, production engineering, testing, and packaging—and steer them toward collaborative improvements that give a company its competitive edge. By studying methods to unite experts and build work-unit effectiveness, students in this graduate certificate program learn to enhance overall function, leading to the development of superior products. NYU-POLY

Operations Management
This program gives students the knowledge, tools, and techniques to ensure that the delivery of goods and services is efficient and cost-effective and to integrate all aspects of operations management into a cohesive and successful business strategy. NYU-POLY

Supply Chain Operations
This program gives practicing professionals a more thorough understanding of supply chain concepts, principles, and approaches that can be applied to any work environment. Students test their problem-solving skills and quantitative abilities and join a network of other professionals seeking to enhance their talents. NYU-POLY

Target Costing
Knowledgeable business managers, product developers, and other professionals have come to realize the value of target costing, a pricing methodology that rejects the more traditional cost-plus pricing approach. Certificate candidates learn how to apply engineering, design, and manufacturing principles to maximize product development. This training builds on students’ existing skill sets and elevates their talents in the workplace. NYU-POLY

RELATED PROGRAMS

M.S. IN MECHANICAL ENGINEERING, see page 14.
PROFESSIONAL CERTIFICATE IN PROJECT MANAGEMENT, see page 5.
TELECOMMUNICATIONS

Telecommunications programs empower professionals with the knowledge and skills required to design, deploy, and manage complex information networks and provide a comprehensive foundation of technologies and standards.

GRADUATE PROGRAMS

MASTER’S DEGREES

M.S. in Telecommunications Networks
Telecommunications experts are equipped to handle gigabit optical networks, multimedia communications, and wireless network access. Through a broad spectrum of fundamental and applied courses, the M.S. in Telecommunications Networks prepares students to design, manage, and operate telecommunication networks and take best advantage of today’s rapidly accelerating advances in this field. NYU-POLY

M.E. in Interdisciplinary Studies in Engineering (Wireless Innovation)
This interdisciplinary master’s degree program offers courses from three different departments—Electrical and Computer Engineering, Technology Management, and Computer Science and Engineering—and addresses the most relevant and complex issues affecting the wireless industry today. The curriculum covers everything from coding theory and network security to marketing and innovation management. NYU-POLY

GRADUATE CERTIFICATES

Telecommunication Network Management
Along with the explosive growth of data networks come threats to reliability, security, and stability. The widespread deployment of standard-based solutions—Simple Network Management Protocol (SNMP), for example—is just the first step toward addressing these issues. This graduate certificate program provides students with the knowledge and technical expertise to ensure these networks continue to function smoothly. NYU-POLY

Wireless Communication
Wireless telecommunications have completely altered how businesses access information internally and interact with clients. This graduate certificate program—ideal for those with an electrical engineering background—provides the specific knowledge education needed to excel in this burgeoning market. The curriculum is composed of one required course in probability theory and three electives in courses that cover wireless personal and information systems, principles of digital communications, and other topics. NYU-POLY

PROFESSIONAL CERTIFICATE PROGRAMS

iPhone and iPad App Development
This certificate program provides personnel with a comprehensive set of courses in iPhone and iPad app development, from concept to the implementation and marketing of iPhone apps. Students gain an in-depth knowledge of the iPhone applications development platform from a technological standpoint, as well as learn to apply the graphic design elements that are crucial to an attractive and highly functional app. NYU-SCPS

RELATED PROGRAMS

M.S. IN INTEGRATED DIGITAL MEDIA, see page 12.
PROFESSIONAL CERTIFICATE IN ENABLING TECHNOLOGIES AND TOOLS FOR THE 21ST CENTURY, see page 15.
BIOTECHNOLOGY AND HEALTHCARE MANAGEMENT

Graduate degree and certificate programs in biotechnology and healthcare management keep professionals on the cusp of advancements—and best practices—in healthcare, research, and emerging technologies.

GRADUATE PROGRAMS

MASTER’S DEGREES

M.S. in Bioinformatics
The M.S. in Bioinformatics program prepares students to manage and analyze vast quantities of life science data generated from the Human Genome Project and other studies. The program meets industry’s demand for professionals with solid foundations in genomics, proteomics, Perl and BioPerl, R and BioConductor, MySQL, sequence, and pathway analysis, as well as a host of genome informatics tools and algorithms, such as BLAST. NYU-POLY

M.S. in Biomedical Engineering
This program partners with the State University of New York’s Downstate Medical Center, allowing students to take advantage of the facilities, faculties, and associated research programs of both institutions. Noteworthy areas of overlapping scientific investigation include neurorobotics, tissue engineering, and telemetry, among others. The program offers the option of two tracks—Biomaterials and Polymer Therapeutics or Bioimaging and Neuroengineering. NYU-POLY

M.S. in Biotechnology
Biotechnology affects many facets of our lives, from food and medicines to cleaning up the environment. This master’s degree program includes established biotechnologies as well as emerging sectors, ranging from the industrial application of enzymes and biopolymer synthesis to drug design and the role of biotechnology in healthcare. Students acquire the skills to perform at the mid-managerial level of any biotechnology business or one related to the life sciences. NYU-POLY

M.S. in Biotechnology and Entrepreneurship
This program provides students with the knowledge and skills to develop innovative products and launch high-tech businesses in the biotech industry. The curriculum includes courses on biotechnology and pharmaceutical industries, biotechnology and healthcare, biochips, biocatalysis in industry, entrepreneurship, and intellectual property. NYU-POLY

GRADUATE CERTIFICATES

Bioinformatics
This graduate certificate program provides students with the skills and knowledge to understand sequence analysis, protein structure prediction, and the relationship between structure and function to move forward in this growing field. NYU-POLY

Bioinstrumentation
The relatively new field of bioinstrumentation—with current research focused on subatomic robots, molecular motors, surgical devices, and more—incorporates a range of disciplines, from bioengineering to computer science, physics, and optics. This graduate certificate program covers materials in medicine, biomedical imaging, bioinstrumentation, and biosensors. NYU-POLY

Biomedical Materials
Advancements in biomedical materials have led to a significant improvement in implants and other medical devices that help individuals live longer, healthier lives. Through research and training in biomedical materials—including macromolecules, biosensors, and tissue engineering—this graduate certificate program helps biomedical professionals broaden their expertise with knowledge and skills immediately applicable to the workplace. NYU-POLY
ENTERPRISE LEARNING

Global Business Management

Computer Science and Engineering

Information Technology Management

Finance and Risk Management

Marketing, Communications, and Digital Media

Engineering

Construction, Real Estate, and Urban Planning

Manufacturing

Telecommunications

Biotechnology and Healthcare Management

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