

**LEHMAN COLLEGE
OF THE
CITY UNIVERSITY OF NEW YORK**

DEPARTMENT OF MANAGEMENT AND BUSINESS INNOVATION

CURRICULUM CHANGE

1. **Type of change:** *Experimental Course*

2.

Department(s)	Management and Business Innovation
Career	☒ Undergraduate ☐ Graduate
Academic Level	☒ Regular ☐ Compensatory ☐ Developmental ☐ Remedial
Subject Area	Business
Course Prefix & Number	BBA 124
Course Title	Business Case Competition
Description	Business competition and pitches through a blend of theory, applied problem-solving, developing business and innovation strategies culminating in a mock competition and final pitch showcase.
Pre/ Co Requisites	Departmental permission
Credits	1
Hours	1
Liberal Arts	☒ Yes ☐ No
Course Attribute (e.g. Writing Intensive, WAC, etc)	
General Education Component	☒ Not Applicable ☐ Required ☐ English Composition ☐ Mathematics ☐ Science ☐ Flexible ☐ World Cultures ☐ US Experience in its Diversity ☐ Creative Expression ☐ Individual and Society ☐ Scientific World

3. **Rationale:**

In today's rapidly evolving business landscape, the ability to think innovatively, communicate ideas effectively, and compete in entrepreneurial and corporate arenas is no longer optional. Business competitions, pitch events, and innovation challenges have become powerful platforms for students to gain visibility, test their ideas, and build confidence. However, many students enter these opportunities without formal training in how to develop business concepts, analyze markets, or articulate their value proposition in a concise and compelling way.

This course fills that gap by providing structured preparation that blends business theory with applied practice. Students learn how to evaluate problems, design solutions, model business strategies, and translate complex concepts into professional pitch decks. Through experiential learning—mock competitions, workshops, real-world feedback—students strengthen their analytical thinking, teamwork, and presentation skills. Moreover, employers increasingly seek graduates who can pitch ideas, lead initiatives, and contribute to innovation within their organizations. By offering this course, the School of Business equips students with highly transferable skills that enhance their career readiness and increase their competitiveness in both entrepreneurial ventures and corporate roles.

4. **Learning Outcomes (By the end of the course students will be expected to):**

By the end of the course, students will be able to:

1. Apply structured frameworks to analyze and present business cases under time constraints.
2. Develop innovative, socially impactful business ideas aligned with the UN Sustainable Development Goals.
3. Build and defend financial models, go-to-market plans, and theory-of-change frameworks.
4. Create compelling visual and verbal pitches using professional presentation techniques.
5. Demonstrate teamwork, leadership, and adaptability in high-pressure collaborative environments.
6. Compete effectively in external case competitions, including the HSI Battle of the Brains, Hult Prize, New York State Business Plan Competition, the BX Factor, and multiple others.

5. **Date of Departmental Approval:** March 27, 2026

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CURRICULUM CHANGE

1. **Type of change**: Experimental Course

2.

Department(s)	Management and Business Innovation
Career	☒ Undergraduate [] Graduate
Academic Level	☒ Regular [] Compensatory [] Developmental [] Remedial
Subject Area	Business
Course Prefix & Number	BBA 209
Course Title	Personal Finance
Description	Fundamentals of making informed personal financial decisions, including budgeting and personal financial statements, the time value of money, saving and banking, credit and debt management, taxes, major purchases and housing, insurance and risk management, investing, retirement and estate planning, and consumer protection.
Pre/ Co Requisites	
Credits	3
Hours	3
Liberal Arts	☒ Yes [] No
Course Attribute (e.g. Writing Intensive, WAC, etc)	
General Education Component	☒ Not Applicable ☐ Required ☐ English Composition ☐ Mathematics ☐ Science ☐ Flexible ☐ World Cultures

	☐ US Experience in its Diversity ☐ Creative Expression ☐ Individual and Society ☐ Scientific World
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3. **Rationale:**

Financial literacy is a foundational life skill, yet national studies consistently show that most adults struggle with basic financial concepts such as interest compounding, inflation, and risk diversification. This course gives students of all majors the practical tools to budget, borrow, save, invest, insure, and plan for retirement with confidence, regardless of their prior background in finance.

The course combines a rigorous treatment of core financial concepts with practical money management foundations including budgeting, personal financial statements, credit management, insurance planning, and fraud protection. By requiring no prerequisites, the course is accessible to students across the College and directly advances Lehman College's goals in financial literacy, experiential learning, and workforce readiness. Each student leaves the course with a comprehensive personal financial plan they can put into practice immediately.

4. **Learning Outcomes (By the end of the course students will be expected to):**

- Apply the effect of compounding and interest over time, and build a personal budget covering income, expenses, banking, saving, and emergency funds.
- Explain how credit and credit scores work, read a credit report, and manage credit cards and student loans responsibly.
- Compare the costs of borrowing and major purchases, including the rent versus buy decision and how mortgages work.
- Explain the basics of personal income taxes and use insurance across health, auto, property, life, and disability to manage risk.
- Describe the fundamentals of investing and diversification, and how to save for retirement, plan an estate, and account for inflation.
- Identify and respond to identity theft, financial scams, and behavioral biases that affect financial decisions.
- Assemble a basic personal financial plan.

5. **Date of Departmental Approval:** 09/04/2026

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DEPARTMENT OF MANAGEMENT AND BUSINESS INNOVATION

EXPERIMENTAL COURSE

1. **Type of change:** Experimental Course

2.

Department(s)	Management and Business Innovation
Career	☒ Undergraduate ☐ Graduate
Academic Level	☒ Regular ☐ Compensatory ☐ Developmental ☐ Remedial
Subject Area	Business
Course Prefix & Number	BBA 319
Course Title	Applied Asset Allocation
Description	Allocation of capital across asset classes within a structured analytical framework. NOTE: Requires the use of terminals in the Bloomberg Lab
Pre/ Co Requisites	BBA 207
Credits	3
Hours	3
Liberal Arts	☒ Yes ☐ No
Course Attribute (e.g. Writing Intensive, WAC, etc)	
General Education Component	☒ Not Applicable ☐ Required ☐ English Composition ☐ Mathematics ☐ Science ☐ Flexible ☐ World Cultures ☐ US Experience in its Diversity ☐ Creative Expression ☐ Individual and Society ☐ Scientific World

3. Rationale:

Allocation across asset classes is the decision that drives most of the variation in portfolio outcomes, and it requires a distinct set of skills: the ability to compare opportunities that are not naturally comparable, and to defend a positioning decision on evidence rather than conviction. Students learn the instruments, market structure, and return mechanics of equities, fixed income, and commodities, then build the analytical framework used to evaluate them together: macroeconomic regime identification, monetary and fiscal policy transmission, cross asset relative value, scenario and sensitivity analysis, and portfolio construction under explicit risk budgets. That framework is then applied at depth to assigned equity sectors, an asset class whose returns depend both on measurable financial variables and on behavioral forces, and which therefore demands the full toolkit. Teams carry an interim allocation forward, revise it as their sector work develops, and defend a final recommendation under challenge in a format consistent with investment committee standards. Sustained work on the Bloomberg Terminal builds the data proficiency employers expect, and structured use of artificial intelligence as an analytical aid, paired with a requirement that every conclusion trace to verified source data, develops judgment students will need regardless of where they work. The course prepares students for roles in asset management, wealth management, and investment research, and aligns with the analytical expectations of the CFA Institute curriculum.

4. Learning Outcomes (By the end of the course students will be expected to):

- (1) Describe the instruments, market structure, and return mechanics that characterize equities, fixed income, and commodities, and explain what distinguishes each as an asset class.
- (2) Identify and characterize macroeconomic regimes and business cycle phases, and evaluate their differential implications for each asset class, including the transmission of monetary and fiscal policy to asset prices.
- (3) Compare opportunities across asset classes using relative value measures, including equity risk premia, real yields, credit spreads, and commodity carry.
- (4) Apply scenario frameworks, sensitivity analysis, and correlation analysis to test the robustness of an investment thesis under alternative macroeconomic outcomes.
- (5) Construct a defensible cross asset allocation recommendation with explicit assumptions and risk budgets.
- (6) Analyze sectors or segments within a selected asset class comparatively, and synthesize macroeconomic, cross asset, and segment level evidence into a defended selection, communicated through a structured research report and formal presentation."

5. Date of Departmental Approval: 09/04/2026