

Bachelor of Science in Business, Major: Marketing Innovation & Analytics Freshmen Entering 2020 □ Study Plan / □ Application for Candidacy (check one)

Stevens Institute of Technology Castle Point on Hudson Hoboken, NJ 07030-5991 Office of the Registrar 201.216.5210 FAX 201.216.8030

Name:

ID: Class: E-mail:

Instructions: Please print or type. The primary purpose of this form is to lay out the courses required to complete your degree program and when you expect to take each of them. You may then use it to track your own progress to the degree. You should revise it as needed. Please indicate the term when you expect to take each course (e.g., F20, S21, etc.). Roman numerals indicate the standard curriculum time schedule. If a choice of courses is given for a requirement, circle the appropriate course number. For electives, fill in the course number. Any courses taken elsewhere should be marked **TR**. An additional study plan will be required if you wish to receive a minor or a second degree.

Term	Course	Credits	Grade	Term	Course	Credits	Grade
TERM I				TERM III			
Ι	CAL 103 - Writing & Communications Colloquium) 3.0		III	PEP 123 - Physics for B&T	3.0	
Ι	MA 117 - Calculus for Business & Lib Arts	4.0		III	BT 221 - Statistics	3.0	
Ι	BT 100 - Principles of Management	3.0		III	BT 223 - Applied Models and Simulation	3.0	
Ι	BT 244 - Microeconomics	3.0		III	BT 321 - Corporate Finance	3.0	
Ι	MIS 201 - Fundamentals of Information Systems	4.0		III	BT 350 – Marketing	3.0	
				III	BT 290 - Business Career Seminar	0.0	
<u>TERM II</u>							
II	CAL 105 - Knowledge, Nature, Culture ⁽¹⁾	3.0		TERM IV			
II	MA 119 - Multivariate Calculus and Finite Math	3.0		IV	Sci.Req PEP 124 or CH 115 or BIO 281 or BIO	201 3.0	
II	BT 200 - Financial Accounting	3.0		IV	Humanities 100-200 Level ⁽¹⁾	3.0	
II	BT 243 - Macroeconomics	3.0		IV	IS Req BT 421 or BT 416 or MIS 460	3.0	
II	CS 105 - Intro to Scientific Computing (2)	3.0		IV	BT 215 - Managerial Accounting	3.0	
NOTES:				IV	BT 301 - Introduction to Strategy	3.0	
1. Students a	the required to take two additional Humanities courses of						
	One must be at the 100/200 level and one must be at the lisciplines).	300/400 level	(in two				
	who have computer science experience can take the more	challenging of	course of				
	l other students are advised to take CS105. onal Notes on Reverse Side						
Ctudant Cia					Data		
Student Signature:						\Box Original \Box R	evision
Faculty Advisor Signature: Date:						□ 2 nd Degree	
	s Auditor:				Date:		
Page 1 of 2	LC Reviewed Michelle Crilly Reviewed	Date	Advisor	Name)	Salesforce Sent to Reg	Re	ev-June 2020



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Name:		1	ID:	Class:	E-mail:	
<u>TERM V</u>				<u>TERM VII</u>		
V	BT 417 - Marketing Analytics and Research	3.0		VII	BT 435 - Social Media and Network Analysis	3.0
V	IS Req BT 421 or BT 416 or MIS 460	3.0		VII	ISE 350 - Logistics & Supply Chain Management	3.0
V	Technology Elective ⁽⁴⁾	_3.0		VII	BT 401 - Advanced Strategy	3.0
V	Technology Elective ⁽⁴⁾	3.0		VII	MGT 411 - Senior Design I	3.0
V	BT 372 - Entrepreneurship	3.0		VII	General Elective	3.0
V	BT 330 - Social Psychology & Org Behavior	3.0				
TERM VI			<u>TERM VIII</u>			
VI	Humanities 300-400 Level ⁽¹⁾	_ 3.0		VIII	BT 465 - Integrated Marketing Communications	3.0
VI	BT 403 - Marketing Strategy in a Digital World	3.0		VIII	BT 466 - Data Analytics	3.0
VI	BT 445 - Virtual and Physical Consumer Behavior	3.0		VIII	BT 413 - Business Law	3.0
VI	BT 360 - International Business	3.0		VIII	MGT 412 - Senior Design II	3.0
VI	General Elective	_ 3.0		VIII	General Elective	3.0
PE Required Courses (3) PE200 - Physical Education I		0.0 0.0 0.0 0.0		ADDITION	AL COURSES ⁽⁵⁾	

NOTES:

3. All students must complete a minimum of four semesters of Physical Education (P.E.) in non-repeating courses. No credit or grades are awarded for P.E. classes. Participation in varsity sports may be used to satisfy up to four credits of the P.E. requirement.

4. Choose Technology Elective from a list of preapproved courses.

5. List deferred graduate credit or undergraduate credit not used to meet a degree requirement, including minor requirements. (See Center for Student Success for clarification)

Student Signature:				Date:	□ Original □ Revision
Faculty Advisor Signature:				Date:	$\square 2^{nd}$ Degree
UG Records Auditor:				Date:	
Page 2 of 2 LC Reviewed	Michelle Crilly Reviewed	Date	Advisor (Name)		Rev-June 2020