



Bachelor of Science in Business, Major: Marketing Innovation & Analytics First-Year Entering 2024

Study Plan / Program Completion (check one)

Stevens Institute of Technology
 Castle Point on Hudson
 Hoboken, NJ 07030-5991
 Center for Student Success
 Business.support@stevens.edu

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., F24, S25, 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
<u>TERM I</u>			
I	_____ HASS 103 -Writing & Communications Colloquium ⁽¹⁾	3.0	_____
I	_____ MA 117 - Calculus for Business & Lib Arts	4.0	_____
I	_____ BT 100 - Principles of Management	3.0	_____
I	_____ BT 244 - Microeconomics	3.0	_____
I	_____ MIS 201 - Fundamentals of Information Systems	4.0	_____
I	_____ PRV 101 – First Year Experience	1.0	_____

<u>TERM II</u>			
II	_____ HASS 105 - Knowledge, Nature, Culture ⁽¹⁾	3.0	_____
II	_____ MA 119 - Multivariate Calculus and Finite Math	3.0	_____
II	_____ ACC 200 – Principles of Financial Accounting	3.0	_____
II	_____ BT 243 - Macroeconomics	3.0	_____
II	_____ MIS 110 – Creative Problem Solving in Computing	3.0	_____
II	_____ BT 290 - Business Career Seminar	0.0	_____

Term	Course	Credits	Grade
<u>TERM III</u>			
III	_____ Science Requirement ⁽²⁾	3.0	_____
III	_____ BT 221 - Statistics	3.0	_____
III	_____ BT 223 - Applied Models and Simulation	3.0	_____
III	_____ BT 321 - Corporate Finance	3.0	_____
III	_____ BT 350 – Marketing	3.0	_____
III	_____ PRV 201-205 Frontiers of Technology ⁽³⁾	1.0	_____

<u>TERM IV</u>			
IV	_____ PRV 201-205 Frontiers of Technology ⁽³⁾	1.0	_____
IV	_____ PRV 201-205 Frontiers of Technology ⁽³⁾	1.0	_____
IV	_____ MGT 300 – Business Communications	3.0	_____
IV	_____ IS Req. - BT 421 or BT 416 or MIS 460	3.0	_____
IV	_____ ACC 215 - Managerial Accounting	3.0	_____
IV	_____ BT 301 - Introduction to Strategy	3.0	_____

NOTES:

- Students are required to take two additional Humanities courses other than HASS103 and HASS105. One must be at the 100/200 level and one must be at the 300/400 level (in two different disciplines).
- One science course is required.
- Frontiers of Technology – **Choose 3 out of 5:**
PRV 201, PRV 202, PRV 203, PRV 204, PRV 205
 These courses should be complete by the end of the second year.

*See Additional Notes on Reverse Side



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TERM V

V _____ Marketing Elective⁽⁴⁾ _____ 3.0 _____
 V _____ IS Req. - BT 421 or BT 416 or MIS 460 3.0 _____
 V _____ Technology Elective⁽⁵⁾ _____ 3.0 _____
 V _____ Technology Elective⁽⁵⁾ _____ 3.0 _____
 V _____ BT 372 - Entrepreneurship 3.0 _____
 V _____ BT 330 - Social Psychology & Org Behavior 3.0 _____

TERM VI

VI _____ Humanities 100-200 Level⁽¹⁾ _____ 3.0 _____
 VI _____ Humanities 300-400 Level⁽¹⁾ _____ 3.0 _____
 VI _____ Marketing Elective⁽⁴⁾ _____ 3.0 _____
 VI _____ Marketing Elective⁽⁴⁾ _____ 3.0 _____
 VI _____ General Elective⁽⁶⁾ _____ 3.0 _____

TERM VII

VII _____ Marketing Elective⁽⁴⁾ _____ 3.0 _____
 VII _____ ISE 350 - Logistics & Supply Chain Management 3.0 _____
 VII _____ BT 401 - Advanced Strategy 3.0 _____
 VII _____ MGT 411 - Senior Design I 3.0 _____
 VII _____ General Elective⁽⁶⁾ _____ 3.0 _____

TERM VIII

VIII _____ Marketing Elective⁽⁴⁾ _____ 3.0 _____
 VIII _____ BT 466 - Data Analytics 3.0 _____
 VIII _____ BT 413 - Business Law 3.0 _____
 VIII _____ MGT 412 - Senior Design II 3.0 _____
 VIII _____ General Elective⁽⁶⁾ _____ 3.0 _____

ADDITIONAL COURSES⁽⁷⁾

- NOTES:
4. Choose five Marketing Electives from BT403, BT404, BT417, BT445, BT435, BT465
 5. Choose two Technology Electives from a list of preapproved courses.
 6. SSB/POS General Electives are any 3 credit courses offered that are not already required as part of the degree.
 7. List deferred graduate credit or undergraduate credit not used to meet a degree requirement, including minor requirements. (See Center for Student Success for clarification)