



Bachelor of Science in Business, Major: Marketing Innovation & Analytics First-Year Entering 2025

☐ 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., F25, S26, 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 110 – Linear Algebra for Business & Lib Arts	2.0	_____
I	MA 111 – Calculus I for Business & Lib Arts	2.0	_____
I	ECON 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 112 - Calculus II for Business & Lib Arts	3.0	_____
II	ACC 200 – Principles of Financial Accounting	3.0	_____
II	ECON 243 - Macroeconomics	3.0	_____
II	MIS 110 – Creative Problem Solving in Computing	3.0	_____
II	MGT 290 - Business Career Seminar	0.0	_____

Term	Course	Credits	Grade
<u>TERM III</u>			
III	Science Requirement ⁽²⁾ _____	3.0	_____
III	BT 223 - Applied Models and Simulation	3.0	_____
III	BT 221 - Statistics	3.0	_____
III	FIN 321 - Corporate Finance	3.0	_____
III	MGT 100 - Principles of Management	3.0	_____
III	MKT 350 – Marketing	3.0	_____

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

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TERM VI

VI _____ Humanities 100-200 Level ⁽¹⁾ _____ 3.0 _____
VI _____ Marketing Elective ⁽⁴⁾ _____ 3.0 _____
VI _____ Marketing Elective ⁽⁴⁾ _____ 3.0 _____
VI _____ Technology Elective ⁽⁵⁾ _____ 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 _____ MGT 401 - Advanced Strategy 3.0 _____
VII _____ MGT 411 - Senior Design I 3.0 _____
VII _____ Humanities 300-400 Level ⁽¹⁾ _____ 3.0 _____

TERM VIII

VIII _____ Marketing Elective ⁽⁴⁾ _____ 3.0 _____
VIII _____ BT 466 - Data Analytics 3.0 _____
VIII _____ MGT 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 MKT 403, MKT 404, MKT 405, MKT 417, MKT 435, MKT 445
5. Choose two Technology Electives from a list of preapproved courses on the course schedule.
6. 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)