



Bachelor of Science in Business, Major: Marketing Innovation & Analytics Freshmen Entering 2019

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

Study Plan / Application for Candidacy (check one)

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., 19F, 19S, 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
<u>TERM I</u>				<u>TERM III</u>			
I	CAL 103 - Writing & Communications Colloquium ⁽¹⁾	3.0	_____	III	Humanities 100-200 Level ⁽¹⁾	3.0	_____
I	MA 117 - Calculus for Business & Lib Arts	4.0	_____	III	BT 221 - Statistics	3.0	_____
I	PEP 123 - Physics for B&T	3.0	_____	III	BT 223 - Applied Models and Simulation	3.0	_____
I	MIS 201 - Fundamentals of Information Systems	4.0	_____	III	BT 290 - Business Career Seminar	0.0	_____
I	BT 244 - Microeconomics	3.0	_____	III	BT 321 - Corporate Finance	3.0	_____
<u>TERM II</u>				<u>TERM IV</u>			
II	CAL 105 - Knowledge, Nature, Culture ⁽¹⁾	3.0	_____	IV	Humanities 300-400 Level ⁽¹⁾	3.0	_____
II	MA 119 - Multivariate Calculus and Finite Math	3.0	_____	IV	IS Req. - BT 421 or BT 416 or MIS 460	3.0	_____
II	Sci.Req. - PEP 124 or CH 115 or BIO 281 or BIO 201	3.0	_____	IV	BT 100 - Principles of Management	3.0	_____
II	CS 105 - Intro to Scientific Computing ⁽²⁾	3.0	_____	IV	BT 215 - Managerial Accounting	3.0	_____
II	BT 200 - Financial Accounting	3.0	_____	IV	BT 243 - Macroeconomics	3.0	_____

- NOTES:
- Students are required to take two additional Humanities courses other than CAL103 and CAL105. One must be at the 100/200 level and one must be at the 300/400 level (in two different disciplines).
 - Students who have computer science experience can take the more challenging course of CS115, all other students are advised to take CS105.
- *See Additional Notes on Reverse Side

Student Signature: _____ Date: _____ Original Revision

Faculty Advisor Signature: _____ Date: _____ 2nd Degree

UG Records Auditor: _____ Date: _____



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TERM V

V _____ BT 214 - Marketing Analytics and Research 3.0 _____
 V _____ IS Req. - BT 421 or BT 416 or MIS 460 3.0 _____
 V _____ Technology Elective ⁽⁴⁾ _____ 3.0 _____
 V _____ Technology Elective ⁽⁴⁾ _____ 3.0 _____
 V _____ BT 360 - International Business 3.0 _____
 V _____ General Elective _____ 3.0 _____

TERM VI

VI _____ BT 403 - Marketing Strategy in a Digital World 3.0 _____
 VI _____ BT 445 - Virtual and Physical Consumer Behavior 3.0 _____
 VI _____ BT 465 - Integrated Marketing Communications 3.0 _____
 VI _____ BT 301 - Introduction to Strategy 3.0 _____
 VI _____ BT 372 - Entrepreneurship 3.0 _____

PE Required Courses ⁽³⁾

_____ PE200 - Physical Education I _____ 0.0 _____
 _____ PE200 - Physical Education II _____ 0.0 _____
 _____ PE200 - Physical Education III _____ 0.0 _____
 _____ PE200 - Physical Education VI _____ 0.0 _____

TERM VII

VII _____ BT 435 - Social Media and Network Analysis 3.0 _____
 VII _____ BT 330 - Social Psychology & Org Behavior 3.0 _____
 VII _____ ISE 350 - Logistics & Supply Chain Management 3.0 _____
 VII _____ BT 411 or QF 401 - Senior Design I 3.0 _____
 VII _____ BT 401 - Advanced Strategy 3.0 _____

TERM VIII

VIII _____ BT 466 - Data Analytics 3.0 _____
 VIII _____ BT 413 - Business Law 3.0 _____
 VIII _____ BT 412 or QF 402 - Senior Design II 3.0 _____
 VIII _____ General Elective _____ 3.0 _____
 VIII _____ General Elective _____ 3.0 _____

ADDITIONAL COURSES ⁽⁵⁾

- NOTES:
- 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 and club sports may be used to satisfy all four of the Physical Education requirements.
 - Choose Technology Elective from a list of preapproved courses.
 - 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: _____

2nd Degree

UG Records Auditor: _____ Date: _____