



Bachelor of Science in Business, Major: Marketing Innovation & Analytics Freshmen Entering 2022

Study Plan / Program Completion (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
<u>TERM I</u>				<u>TERM III</u>			
I	_____ CAL 103 - Writing & Communications Colloquium ⁽¹⁾	3.0	_____	III	_____ PEP 123 - Physics for B&T	3.0	_____
I	_____ MA 117 - Calculus for Business & Lib Arts	4.0	_____	III	_____ BT 221 - Statistics	3.0	_____
I	_____ BT 100 - Principles of Management	3.0	_____	III	_____ BT 223 - Applied Models and Simulation	3.0	_____
I	_____ BT 244 - Microeconomics	3.0	_____	III	_____ BT 321 - Corporate Finance	3.0	_____
I	_____ MIS 201 - Fundamentals of Information Systems	4.0	_____	III	_____ BT 350 – Marketing	3.0	_____
<u>TERM II</u>				<u>TERM IV</u>			
II	_____ CAL 105 - Knowledge, Nature, Culture ⁽¹⁾	3.0	_____	IV	_____ Sci.Req. - PEP 124 or CH 115 or BIO 281 or BIO 201	3.0	_____
II	_____ MA 119 - Multivariate Calculus and Finite Math	3.0	_____	IV	_____ MGT 300 – Business Communications	3.0	_____
II	_____ ACC 200 – Principles of Financial Accounting	3.0	_____	IV	_____ IS Req. - BT 421 or BT 416 or MIS 460	3.0	_____
II	_____ BT 243 - Macroeconomics	3.0	_____	IV	_____ ACC 215 - Managerial Accounting	3.0	_____
II	_____ MIS 110 – Creative Problem Solving in Computing	3.0	_____	IV	_____ BT 301 - Introduction to Strategy	3.0	_____
II	_____ BT 290 - Business Career Seminar	0.0	_____				

NOTES:

1. 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).

*See Additional Notes on Reverse Side

Date: _____
 Rev-July 2022

Original Revision

This is a guide for scheduling purposes only.



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TERM V

V _____ BT 417 - Marketing Analytics and Research 3.0 _____
 V _____ IS Req. - BT 421 or BT 416 or MIS 460 3.0 _____
 V _____ Technology Elective ⁽²⁾ _____ 3.0 _____
 V _____ Technology Elective ⁽²⁾ _____ 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 _____ BT 403 - Marketing Strategy in a Digital World 3.0 _____
 VI _____ BT 445 - Virtual and Physical Consumer Behavior 3.0 _____
 VI _____ General Elective _____ 3.0 _____

TERM VII

VII _____ BT 435 - Social Media and Network Analysis 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 _____ 3.0 _____

TERM VIII

VIII _____ BT 465 - Integrated Marketing Communications 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 _____ 3.0 _____

ADDITIONAL COURSES ⁽³⁾

- NOTES:
 2. Choose Technology Elective from a list of preapproved courses.
 3. List deferred graduate credit or undergraduate credit not used to meet a degree requirement, including minor requirements. (See Center for Student Success for clarification)

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