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# MARTIN TUCHMAN SCHOOL OF MANAGEMENT

NEW JERSEY INSTITUTE OF TECHNOLOGY

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## Bachelors of Science in Business

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The Bachelor of Science in Business is a 124 credit program with concentration options include: Accounting, Management Information Systems, Marketing, Finance, and Innovation and Entrepreneurship. As a business major at NJIT, you can combine an outstanding traditional business curriculum with the opportunity to gain critical insights into technologies that, increasingly, are the foundation of thriving industries and economies around the world. The business core provides fundamental business knowledge with courses in accounting, finance, marketing, law and ethics and strategic management. In addition, students gain technological knowledge in management information systems, business software platforms, and technological innovation. Before junior year, and after taking introductory courses in the business core, students choose a concentration area, and must complete 15 credits within the chosen field. There are many opportunities for internships and cooperative education that can be applied towards your degree requirements.

### First Year

1st Semester		Credits
ACCT 115	Fundamentals of Financial Accounting	3
CS 103	Computer Science with Business	3
HUM 101	English Composition: Writing, Speaking, Thinking I	3
MATH 135	Calculus for Business	3
MGMT 190	Introduction to Business	3
FRSH SEM	Freshman Seminar	0
		Term Credits 15
2nd Semester		
ACCT 215	Managerial Accounting I	3
MIS 245	Introduction to Management Information Systems	3
ECON 266	Macroeconomics	3
HUM 102	English Composition: Writing, Speaking, Thinking II	3
Physical Education GUR		1
MGMT 290	Business Law I	3
		Term Credits 16

## Second Year

<b>1st Semester</b>		
MATH 105	Elementary Probability and Statistics	3
ECON 265	Microeconomics	3
	Natural Sciences GUR Elective	3
	History GUR	3
	Physical Education GUR	1
Free Elective		3
		Term Credits 16
<b>2nd Semester</b>		
FIN 218	Financial Markets and Institutions	3
HUM 251	Ethical Issues in Business	3
MGMT 216	Business Statistics	3
ENG 200	Communicating in Organizations	3
	Natural Science Lab Elective	4
		Term Credits 16

## Third Year

<b>1st Semester</b>		
FIN 315	Fundamentals of Corporate Finance	3
HRM 301	Organizational Behavior	3
MGMT 316	Business Research Methods	3
MRKT 330	Principles of Marketing	3
	Business Concentration Elective Course	3
		Term Credits 15
<b>2nd Semester</b>		
MIS 363	Project Management for Managers	3
OM 375	Management Science	3
	Business Concentration Elective Course	3
	300-level Humanities and Social Sciences GUR Elective	3
Free Elective		3
		Term Credits 15

## Fourth Year

1st Semester		
MGMT 491	International Business	3
	300-level Humanities and Social Sciences GUR Elective	3
	Business Concentration Elective Course	3
	Business Concentration Elective Course	3
	Free Elective	3
		Term Credits 15
2nd Semester		
MGMT 492	Business Policy	3
MGMT 480	Managing Technology and Innovation	3
MGMT 499	Senior Seminar: Career Planning and MFT	1
	Humanities and Social Sciences Capstone Seminar	3
	Business Concentration Elective Course	3
	Free Elective	3
		Term Credits 16
Total Credit: 124		

### Concentration Options for Business Majors

**Accounting:** The accounting concentration is for students who are interested in becoming Certified Public Accountants or working in the field of accounting and accounting information systems. Accounting concentration courses include CPA eligibility requirements along with electives in international accounting and forensic accounting. Students in this concentration will be encouraged to pursue internships in the field in order to apply the skills learned in the classroom and enhance their career prospects for the future.

Course work includes five courses from:

- ACCT 325 – Intermediate Accounting
- ACCT 425- Tax Accounting I
- ACCT 415– Auditing
- ACCT 335– Managerial Accounting II
- ACC 435- Intermediate Accounting II
- FIN 403- Financial Statement Analysis
- MGMT 310- Coop Work Experience

**Finance:** The finance concentration focuses on financial analysis and risk measurement and the financial technologies and tools that analysts and managers use to make business decisions. Courses cover topics such as securities, risk management, financial statement analysis and international finance. Recent NJIT graduates from our finance concentration are addressing the need in the financial services industry for IT savvy business analysts at companies such as JPMorgan Chase, UBS, and Prudential.

Course work includes five courses from:

- FIN 401- Securities in Financial Markets
- FIN 402- Fin. Risk Measurement & Management
- FIN 403- Financial Statement Analysis
- FIN 416- Advanced Corporate Finance
- FIN 417- Advanced Portfolio Analysis
- FIN 422- International Finance
- FIN 430- Options and Futures Markets
- ENTR 420- Financing New Ventures
- MGMT 310- Coop Work Experience

**Marketing:** The marketing concentration covers topics from product development and management to consumer behavior, to international marketing. Students also learn about marketing technology intensive products and services, which requires an understanding of how those products or services can help a business and an understanding of the technologies used in the product. Courses emphasize selling and promotion, product design and market research, and internet marketing. Recent graduates with a marketing concentration work at companies, such as Devix Corporation, L'Oreal and Fujifilm.

Course work includes five courses from:

- ENTR 410- New Venture Management
- MRKT 331- Consumer & Buyer Behavior
- MRKT 332- Advertising
- MRKT 338- New Product Development & Management
- MRKT 339- Professional Selling
- MRKT 360- Internet Marketing
- MRKT 430- Marketing Research
- MRKT 431- Marketing Strategy
- MRKT 432- Sales Management
- MRKT 434- Business-to-Business Marketing
- MRKT 435- International Marketing
- MGMT 310- Coop Work Experience

**Innovation and Entrepreneurship:** The Innovation and Entrepreneurship concentration is a 21 credit concentration within the SOM's BSB (124 credits) that will help prepare you for careers where you will be commercializing new ideas into new business ventures and new business lines for existing ventures. In addition to business fundamentals in accounting, economics, marketing, and management, students will learn about New Venture Management and Financing.

Course work includes five courses from:

ENTR 410- New Venture Management

MRKT 338- New Product Development

ENTR 420- Financing New Ventures

ENTR 430- Entrepreneurial Strategy

Choose one from each of the following three pairs of courses:

HRM 310- Managing Diversity in Organization **or**

HRM 415- Organizational Design and Development

MRKT 431- Marketing Strategy **or**

MRKT 432- Sales Management

FIN 403- Financial Statement Analysis **or**

FIN 416- Advanced Corporate Finance

**Management Information Systems:** The management information systems concentration focuses on the style and design of information systems that improve business effectiveness. The technical component of the degree provides the skills to understand information systems and the management component of the curriculum teaches students to manage MIS projects and to understand how information systems are used to meet business objectives. Coursework includes programming languages, systems analysis and design, and applications of information technologies to business problems. Some of our recent graduates have attained positions such as IS analyst or consultant and lead front-end developer at firms such as Accenture, Deutsche Bank and Dell.

Course work includes five courses from:

CS 114- Introduction to Computer Science II

CS 332- Principles of Operating Systems

MRKT 360- Internet Marketing

IS 390- Analysis & Systems Design

IS 431- Database Design, Management & Applications

CS 451- Data Communications & Networks

MGMT 350- Knowledge Management

IS 455- Information Technology Policy & Strategy

MGMT 310- Coop Work Experience