



## BACHELOR OF SCIENCE IN BUSINESS

2023-2024

The Bachelor of Science in Business is a 120-credit program with concentration options including: 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

#### First Semester

ACCT 115	Fundamentals of Financial Accounting	3
CS 103	Computer Science with Business Problems (GER)	3
ENGL 101	English Composition: Writing, Speaking, Thinking I (GER)	3
MATH 135	Calculus for Business (GER) Pre-req: MATH 107 or Placement exam	3
MGMT 190	Introduction to Business	3
FYS SEM	First-year Seminar (required only of First Time First Year Students)	0
	Term total credits	15

#### Second Semester

ACCT 215	Managerial Accounting I (Pre-req: ACCT 115)	3
MGMT 116	Quantitative Analysis Applications in Business	4
ECON 266	Macroeconomics	3
ENGL 102	English Composition: Writing, Speaking, Thinking II (GER)	3
MGMT 290	Business Law I	3
	Term total credits	16

***Please declare your concentration before second year***

## Second Year

### First Semester

MIS 245	Introduction to Management Information Systems	3
ECON 265	Microeconomics (Pre-req: MATH 135)	3
MGMT 216	Business Data Analytics (Pre-req: MGMT 116 or MATH 105)	3
	History and Humanities 200 level (GER)	3
	Natural Science (GER)	3
	Term total credits	15

### Second Semester

FIN 315	Fundamentals of Corporate Finance	3
MRKT 330	Principles of Marketing (Pre-req: MGMT 190)	3
	Free Elective	3
MGMT 316	Business Research Methods (Pre-req: MGMT 216, MIS 245)	3
	Natural Science with Lab (GER)	4
	Term total credits	16

## Third Year

### First Semester

FIN 218	Financial Markets and Institutions	3
HRM 301	Organizational Behavior (GER) Pre-req: Junior or Senior standing	3
MGMT 391	International Business (Pre-req: MGMT 190 or HRM 301, FIN 315, ECON 266)	3
MIS 385	Database Systems for Managers (Pre-req: CS 103, MIS 245)	3
MGMT 399	Career Planning and Major Field Test	1
	Business Concentration Elective	3
	Term total credits	16

### Second Semester

MIS 363	Project Management for Managers (Pre-req: Junior standing)	3
OM 375	Business Operations Management and Analytics (Pre-req: MGMT 216)	3
	Business Concentration Elective	3
	History and Humanities 300+ level (GER)	3
	Free Elective	3
	Term total credits	15

## Fourth Year

### First Semester

MIS 445	Decision Support Tool & Tech Managers (Pre-req: MIS 245, OM 375)	3
	History and Humanities 300+ level (GER)	3
	Business Concentration Elective	3
	Business Concentration Elective	3
	Free Elective	3
	Term total credits	15

### Second Semester

MGMT 480	Managing Technology and Innovation (Pre-req: Junior standing)	3
MGMT 492	Business Policy (Pre-req: Senior standing)	3
	Business Concentration Elective	3
	Humanities and Social Sciences Senior Seminar HSS 400+ Level (GER)	3
	Term total credits	12
	Total curriculum credits	120

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## Concentration Options for Business Major

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**Accounting Systems:** The accounting systems 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. 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 (5) courses from:*

ACCT 325	Intermediate Accounting I (Pre-req: ACCT 215)	3
ACCT 335	Managerial Accounting II (Pre-req: ACCT 215)	3
ACCT 340	Accounting Data Analytics and Visualization	3
MGMT 360	Business Law II	3
ACCT 403	Financial Statement Analysis (Pre-req: FIN 218, FIN 315)	3
ACCT 415	Auditing (Pre-req: ACCT 435)	3
ACCT 425	Tax Accounting I (Pre-req: ACCT 215)	3
ACCT 435	Intermediate Accounting II (Pre-req: ACCT 325)	3
MGMT 310	Co-op Work Experience I	3

**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 (5) courses from:*

ENTR 320	Financing New Venture (Pre-req: ENTR 210)	3
FIN 403	Financial Statement Analysis (Pre-req: FIN 218, FIN 315)	3
FIN 416	Advanced Corporate Finance (Pre-req: FIN 218, FIN 315)	3
FIN 417	Investments Management	3
FIN 422	International Finance (Pre-req: FIN 218, FIN 315)	3
FIN 430	Options and Futures Markets (Pre-req: FIN 218, FIN 315, MATH 135)	3
MGMT 310	Co-op Work Experience I	3

**Marketing:** The marketing concentration covers topics from product development and management to consumer behavior and 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 digital marketing. Recent graduates with a marketing concentration work at companies, such as Devix Corporation, L'Oreal and Fujifilm.

*Course work includes five (5) courses from:*

ENTR 210	Introduction to Entrepreneurship	3
MRKT 331	Customer Insights (Pre-req: MGMT 116 or MATH 105, MRKT 330)	3
MRKT 338	New Product Design and Development (Pre-req: MRKT 330)	3
MRKT 339	Selling (Pre-req: MRKT 330)	3
MRKT 360	Digital Marketing (Pre-req: MRKT 330)	3
MRKT 378	Marketing Analytics (Pre-req: MRKT 330, MGMT 216, MGMT 316)	3
MRKT 420	Product and Brand Management (Pre-req: MRKT 330)	3
MRKT 430	Marketing Research (Pre-req: MRKT 330)	3
MRKT 432	Sales Management (Pre-req: MRKT 339)	3
MRKT 434	Business to Business Marketing (Pre-req: MRKT 330)	3
MRKT 435	International Marketing (Pre-req: MRKT 330)	3
MRKT 485	Special Topics in Marketing	3
MGMT 310	Co-op Work Experience I	3

**Innovation and Entrepreneurship:** The Innovation and Entrepreneurship concentration prepares students for careers where they 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 (5) courses from:*

ENTR 210	Introduction to Entrepreneurship	3
ENTR 320	Financing New Venture (Pre-req: ENTR 210)	3
ENTR 330	Entrepreneurial Strategy (Pre-req: ENTR 210)	3
ENTR 440	Lean Startup Accelerator	3
FIN 403 or FIN 416	Financial Statement Analysis or Advanced Corporate Finance	3
MRKT 338	New Product Design and Development (Pre-req: MRKT 330)	3
MRKT 339	Selling	3
MGMT 310	Co-op Work Experience I	3

**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 (5) courses from:*

CS 113	Introduction to Computer Science (Pre-req: CS 100 or CS 103)	3
FIN 310	Data-Driven Financial Modeling (Pre-req: MGMT 216, MGMT 316, FIN 218, FIN 315)	3
IS 390	Analysis and System Design (Pre-req: CS 103, CS 113, CS 115, IS 218 OR IT 202)	3
IS 455	IS Management and Business Processes (Pre-req: IS 265 or MIS 245, and IS 390)	3
MGMT 350	Knowledge Management (Pre-req: MIS 245)	3
MRKT 360 or MRKT 378	Digital Marketing (Pre-req: MRKT 330) or Marketing Analytics (Pre-req: MRKT 330, MGMT 216, MGMT 316)	3
MGMT 310	Co-op Work Experience I	3

