



BACHELOR OF SCIENCE IN BUSINESS

MARCH 2020

The Bachelor of Science in Business is a 120-credit program with concentration options including: Accounting, Management Information Systems, Marketing, Finance, Financial Technology, 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

<u>First Semester</u>		<u>Credits</u>
ACCT 115	Fundamentals of Financial Accounting	3
CS 103	Computer Science with Business Problems (GER)	3
HUM 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
Term Credits		15
<u>Second Semester</u>		
ACCT 215	Managerial Accounting I (pre-req: ACCT 115)	3
MGMT 116	Quantitative Analysis Appl Bus with Lab (GER)	4
ECON 266	Macroeconomics	3
HUM 102	English Composition: Writing, Speaking, Thinking II (GER)	3
MGMT 290	Business Law I	3
Term Credits		16

Please declare your concentration before second year

BUSINESS WITH THE POWER OF TECHNOLOGY



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Second Year

<u>First Semester</u>		<u>Credits</u>
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
<input type="text"/>	History and Humanities 200 level (GER) <i>Fill in selected course in box</i>	3
<input type="text"/>	Natural Science (GER) <i>Fill in selected course in box</i>	3
Term Credits		15
<u>Second Semester</u>		
FIN 315	Fundamentals of Corporate Finance (pre-req: ACCT 115, ECON 265, MGMT 116 or MATH 105)	3
MRKT 330	Principles of Marketing (pre-req: MGMT 190)	3
<input type="text"/>	Free Elective <i>Fill in selected course in box</i>	3
MGMT 316	Business Research Methods (pre-req: MGMT 216, MIS 245)	3
<input type="text"/>	Natural Science with Lab (GER) <i>Fill in selected course in box</i>	4
Term Credits		16

Third Year

<u>Second Semester</u>		<u>Credits</u>
FIN 218	Financial Markets and Institutions (pre-req: ACCT 115, ECON 266, MGMT 116 or MATH 105)	3
HRM 301	Organizational Behavior (GER) (pre-req: Upper Division 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
<input type="text"/>	Business Concentration Elective <i>Fill in selected course in box</i>	3
Term Credits		16
<u>Second Semester</u>		
MIS 363	Project Management for Managers (pre-req: Junior Standing)	3
OM 375	Management Science (pre-req: MGMT 216)	3
<input type="text"/>	Business Concentration Elective <i>Fill in selected course in box</i>	3
<input type="text"/>	History and Humanities 300+ level (GER) <i>Fill in selected course in box</i>	3
<input type="text"/>	Free Elective <i>Fill in selected course in box</i>	3
Term Credits		15

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Fourth Year

<u>First Semester</u>		<u>Credits</u>
MIS 445	Decision Support Tool & Tech Mngrs (pre-req: MIS 245, OM 375)	3
<input type="text"/>	History and Humanities 300+ level (GER) <i>Fill in selected course in box</i>	3
<input type="text"/>	Business Concentration Elective <i>Fill in selected course in box</i>	3
<input type="text"/>	Business Concentration Elective <i>Fill in selected course in box</i>	3
<input type="text"/>	Free Elective <i>Fill in selected course in box</i>	3
Term Credits		15
<u>Second Semester</u>		
MGMT 480	Managing Technology and Innovation (pre-req: Junior standing)	3
MGMT 492	Business Policy (pre-req: Senior standing)	3
<input type="text"/>	Business Concentration Elective	3
HSS 400+	Humanities and Social Sciences Senior Seminar (GER) <i>Fill in selected course in box</i>	3
Term Credits		12
Total Credits		120

Concentration Options for Business Majors

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 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:

		<u>Credits</u>
ACCT 325	Intermediate Accounting I (pre-req: ACCT 215)	3
ACCT 335	Managerial Accounting II (pre-req: ACCT 215)	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



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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:

		<u>Credits</u>
ENTR 420	Financing New Venture (pre-req: FIN 315, ENTR 410)	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	Advanced Portfolio Analysis	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

Financial Technology (FinTech): The FinTech concentration focuses on financial technology, innovations and applications that aim to improve upon traditional methods of delivering financial services. In addition to standard courses in finance, such as corporate finance and financial markets, it covers topics such as data-driven financial modeling, financial data mining and machine learning, financial data analytics with R/Python programming, and new innovations in the financial sector, including blockchain, bitcoin, P2P lending, etc. Students completing this concentration will be capable of financial data analysis and target careers in start-ups and traditional financial services companies.

Course work includes five courses from:

Take all three from the following list of courses

		<u>Credits</u>
FIN 310	Data-Driven Financial Modeling (pre-req: MGMT 216, MGMT 316, FIN 218, FIN 315)	3
FIN 320	Financial Data Analytics (pre-req: CS 100, MGMT 216, FIN 218)	3
FIN 410	Data Mining and Machine Learning (pre-req: MATH 135, FIN 310, FIN 320)	3

Take two from the following list of courses

ENTR 420	Financing New Venture (FIN 315, ENTR 410)	3
FIN 403	Financial Statement Analysis (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



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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 courses from:

REQUIRED		Credits
ENTR 410	New Venture Management (pre-req: Junior standing)	3
Take four from the following list of courses		
MRKT 331	Consumer and Buyer Behavior (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 (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 courses from:

Take one from the following list of courses		Credits
FIN 403	Financial Statement Analysis (pre-req: FIN 218, FIN 315)	3
FIN 416	Advanced Corporate Finance (pre-req: FIN 218, FIN 315)	3



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Innovation and Entrepreneurship:

Take four from the following list of courses

		<u>Credits</u>
ENTR 410	New Venture Management (pre-req: Junior Standing)	3
ENTR 420	Financing New Venture (pre-req: FIN 315, ENTR 410)	3
ENTR 430	Entrepreneurial Strategy (pre-req: HRM 301, MRKT 330, MIS 245, FIN 315, OM 375, MGMT 491)	3
HRM 310	Managing Diversity in Organization	3
HRM 415	Organizational Design and Development (pre-req: HRM 301)	3
MRKT 338	New Product Design and Development (pre-req: MRKT 330)	3
MRKT 432	Sales Management (pre-req: MRKT 339)	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 courses from:

Take four from the following list of courses

		<u>Credits</u>
CS 113	Introduction to Computer Science (pre-req: CS100)	3
FIN 310	Data-Driven Financial Modeling (pre-req: MGMT 216, MGMT 316, FIN 218, FIN 315)	3
IS 390	Requirements Analysis and Systems Design (pre-req: CS 103, CS 113, CS 115, IS 218 or IT 202)	3
IS 455	IS Management and Business (pre-req: IS 265 or MIS 245, IS 390)	3
MGMT 350	Knowledge Management (pre-req: MIS 245)	3

Take one from the following list of courses

		<u>Credits</u>
MRKT 360	Digital Marketing (pre-req: MRKT 330)	3
MRKT 378	Marketing Analytics (MRKT 330, MGMT 216, MGMT 316)	3
MGMT 310	Co-op Work Experience I	3

