

Business



The influx of varying and complex technologies within businesses today challenges companies to find better ways to bring people, functions, and high-tech applications together in an effective manner. Integrators who fully understand both the business process and the application of technology within that setting can significantly enhance an organization's performance.

The Business & Technology undergraduate program at Stevens is a groundbreaking approach to business education. Through our rigorous program you will enter the workforce with immediate effectiveness as a professional, crossing the chasm between business and technology and leading organizations through the maze of issues created by the intersection of technological advances and their application in the world of enterprise and commerce.

The Business Core

At the core of the program, you will study business fundamentals, including economics, finance, calculus, probability and statistics, accounting, marketing, research, corporate finance, management, business law, ethics, and entrepreneurship. In every instance of learning, you will examine case studies, hear from guest lecturers, and participate in laboratory settings to demonstrate and develop the critical thinking skills needed to solve complex business problems. You

will graduate with the comprehensive problem-solving skills so desperately sought after by businesses who want to succeed in today's competitive and technology-oriented environment.

Technology & Science

As a student in the Stevens business program, you will embrace technology and its applications as part of the business core, a unique curriculum not found at other universities. In addition to a formal course in computer science at the beginning of the program, you will learn about different kinds of technology and how they can be applied to solve complex business challenges. For example: in learning about eBusiness, you will build a Web site and develop critical technical skills in programming languages and techniques in this important area. Instead of separating the concepts of computer science and application development, the program will teach you how to use the latest technologies to deploy successful business strategies. In the same spirit that combines business and technology, the program also includes a strong science component. Basic principles in physics, biology, and chemistry will give you the knowledge to work in all industries, including pharmaceuticals. This critical understanding separates Stevens students from other business graduates, and will make you a highly valuable commodity when you enter the workforce.

Business & Technology Quantitative Finance

Average starting salary for
Stevens business program
graduates in the class of 2009:

\$61,200

The Business Plan Spine

Most business programs lack a unifying spine, and consequently, when students study the individual components of business, such as marketing, accounting, etc., they are taught in a discrete fashion. As a student in the business program at Stevens, however, you will build a unique continuity by developing business plans from the beginning to the end of the program. Courses in the business plan spine include:

- BT 101 Introduction to Business Planning and Field Study
- BT 102 Diagnosing the Internal Capabilities of a Company
- BT 201 Diagnosing and Measuring Customer Satisfaction
- BT 202 Diagnosing the External Environment
- BT 301 Goal Setting and Sales/Revenue Plan Development
- BT 302 Preparing the Planning Document
- BT 401 Implementing, Controlling, and Capital Acquisition
- BT 402 Plan Perfection and Presentation



You will examine the many facets of business: research and development, production and service, distribution, marketing, sales and revenue, organizational structure, management information systems, and finance. In your senior year, you will team up with students from other disciplines, such as biomedical or chemical engineering, to form the “business-side” of a senior design project, applying the principles of commerce and technology to the engineers’ inventions.

Entrepreneurship

You will be immersed in the unique environment of Technogenesis®, our educational philosophy where students collaborate with faculty and businesses to bring new ideas and new technologies to the marketplace. You will learn what it takes to transfer an idea from the conceptual stage and put it into play at solving the world’s greatest challenges. This hands-on experience is unique to Stevens, and is one of the primary reasons Stevens was named in the top 20 “Most Entrepreneurial Campuses” in the nation by *The Princeton Review* and *Forbes*.

Internships

Business students at Stevens are extremely successful in obtaining summer internships with many of the world’s leading companies. Our location across the Hudson from New York City puts you in the hub of world commerce, and our Office of Career Development has relationships with hundreds of companies who recruit Stevens students because they know

your unique experience will help them achieve their corporate goals.

Stevens students have secured positions at companies in many different industries, including financial services, pharmaceuticals, telecommunications, government, and manufacturing. Many student interns are asked to return for the following summer, and some internships lead directly to permanent placement upon graduation.

Top Employers of Stevens Graduates

BAE Systems
Deutsche Bank
ExxonMobil
ITT Industries
Johnson & Johnson
JP Morgan Chase
Thomson Reuters
UBS

Quantitative Finance

Quantitative Finance is a young field—just 10-15 years old—and until now has been offered exclusively at the Master’s and PhD level. Stevens has launched the undergraduate major in the country for students wishing to apply scientific and engineering methods and techniques to transform financial markets. Applications include:

- The use of mathematical models to support more accurate asset pricing, stock selection, asset allocation, and investment portfolio analysis.
- Computerized trading replacing the traditional “trading pit.”
- The quantification of statistical parameters, such as volatility and correlation of returns, leading to new ways of assessing risk, and designing effective hedging strategies.

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