



# Bachelor of Science Business, Major - Marketing Freshmen Entering 2017

Stevens Institute of Technology  
 Castle Point on Hudson  
 Hoboken, NJ 07030-5991  
 Office of the Registrar  
 201.216.5210  
 FAX 201.216.8030

Study Plan /  Application for Candidacy (check one)

Name: \_\_\_\_\_ ID: \_\_\_\_\_ Class: \_\_\_\_\_ Box S- \_\_\_\_\_ E-mail: \_\_\_\_\_

Major Field: \_\_\_\_\_

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., 2002F, 2003S, 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
<b><u>TERM I</u></b>				<b><u>TERM III</u></b>			
I	_____ CAL 103- Writing & Communications Colloquium <sup>(1)</sup>	3.0	_____	III	_____ BT 221 - Statistics	3.0	_____
I	_____ MA 117 - Calculus for Business & Lib Arts	4.0	_____	III	_____ BT 223 - Applied Models and Simulation	3.0	_____
I	_____ PEP 123- Physics for B&T	3.0	_____	III	_____ Humanities Requirement <sup>(1)</sup> _____	3.0	_____
I	_____ BT 244 - Microeconomics	3.0	_____	III	_____ BT 200 - Financial Accounting	3.0	_____
I	_____ MIS 201 - Fundamentals of Information Systems	4.0	_____	III	_____ IS Requirement <sup>(2)</sup> _____	3.0	_____
I	_____ PE200 - Physical Education I <sup>(4)</sup> _____	0.0	_____	III	_____ BT 290 - Business Career Seminar	0.0	_____
<b><u>TERM II</u></b>				<b><u>TERM IV</u></b>			
II	_____ CAL 105 – Knowledge, Nature, Culture <sup>(1)</sup>	3.0	_____	IV	_____ Humanities Requirement <sup>(1)</sup> _____	3.0	_____
II	_____ MA 119 - Multivariate Calculus and Finite Math	3.0	_____	IV	_____ BT 243 - Macroeconomics	3.0	_____
II	_____ PEP 124 or CH 115 or BIO 281 or BIO 201 – Physics II or Chemistry I or Biology and Biotechnology or Intro to Biology for Non-Sci/Eng Majors	3.0	_____	IV	_____ BT 215 - Managerial Accounting	3.0	_____
II	_____ BT 100 - Principles of Management	3.0	_____	IV	_____ BT 321 - Corporate Finance	3.0	_____
II	_____ CS105 - Intro to Scientific Computing <sup>(5)</sup>	3.0	_____	IV	_____ IS Requirement <sup>(2)</sup> _____	3.0	_____
II	_____ PE200 - Physical Education II <sup>(4)</sup> _____	0.0	_____	IV	_____ PE200 - Physical Education IV <sup>(4)</sup> _____	0.0	_____

Student Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Original  Revision

Faculty Advisor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

2<sup>nd</sup> Degree

UG Records Auditor: \_\_\_\_\_ Date: \_\_\_\_\_



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Major Field: \_\_\_\_\_

Term	Course	Credits	Grade
<b><u>TERM V</u></b>			
V _____	BT 214 - Marketing Analytics and Research	3.0	_____
V _____	BT 350 - Marketing	3.0	_____
V _____	BT 360 - International Business	3.0	_____
V _____	Technology Elective <sup>(3)</sup> _____	3.0	_____
V _____	Technology Elective <sup>(3)</sup> _____	3.0	_____
V _____	General Elective _____	3.0	_____

<b><u>TERM VI</u></b>			
VI _____	BT 465 - Integrated Marketing Communications	3.0	_____
VI _____	BT 403 - Marketing Strategy in a Digital World	3.0	_____
VI _____	BT 445 - Virtual and Physical Consumer Behavior	3.0	_____
VI _____	BT 301 - Strategy	3.0	_____
VI _____	BT 372 - Entrepreneurship	3.0	_____

Term	Course	Credits	Grade
<b><u>TERM VII</u></b>			
VII _____	BT 435 - Social Media and Network Analysis	3.0	_____
VII _____	BT 330 - Social Psychology & Org Behavior	3.0	_____
VII _____	EM 450 - Logistics & Supply Chain Management	3.0	_____
VII _____	BT 401 - Capital Structure & Strategy Audit	3.0	_____
VII _____	BT 411 - Senior Design I	3.0	_____

<b><u>TERM VIII</u></b>			
VIII _____	BT 466 - Data Analytics	3.0	_____
VIII _____	BT 413 - Business Law	3.0	_____
VIII _____	BT 412 - Senior Design II	3.0	_____
VIII _____	General Elective _____	3.0	_____
VIII _____	General Elective _____	3.0	_____

**ADDITIONAL COURSES**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

- NOTES:
1. Students are required to take two additional Humanities courses other than CAL103 and CAL105. One must be at the 100 level and one must be at the 300/400 level plus two different disciplines.
  2. Choose IS Requirement from BT 421 (Systems Analysis and Design), BT 416 (Business Process Management), or MIS 460 (IT Strategy)
  3. Choose Technology Electives from a list of preapproved courses.
  4. Students on a Varsity team only need to take one PE course as their Varsity sport counts for three PE courses.
  5. Students who have computer science experience can take the more challenging course of CS115, all other students are recommended to take CS105.

Student Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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