

**NJIT**<sup>TM</sup>

New Jersey's Science &  
Technology University

*THE EDGE IN KNOWLEDGE*

# Bachelor of Science Program in Business



School of Management

**New Jersey Institute of Technology**

## WHY PURSUE A BS IN BUSINESS AT A TECHNOLOGICAL UNIVERSITY?

Technology and science are dramatically changing our economy and our society. Today's decision-makers need a firm grasp of new technologies to augment traditional business disciplines. Drawing from NJIT's robust technological resources, the business program emphasizes current and emerging technologies and how technology can be combined with core management skills to solve business problems. The U.S. Bureau of Labor Statistics points to very strong need for managers with technical skills well into the next decade. In particular, employment of computer and information managers is expected to increase much faster than average through the year 2010. *Business Week* lists business analysts and project managers as safe havens against a growing trend to move professional jobs offshore.

## WHY STUDY BUSINESS AT NJIT?

The NJIT School of Management offers excellent business education; *Princeton Review* ranked SOM among its "Best 282 Business Schools" for 2006 and 2007. The school has been recognized among the limited number of business schools accredited by AACSB-International, the top national accreditation body for management education. The program combines the fundamentals of business—such as accounting, finance, marketing and operations management—with technological know-how in a dynamic learning environment. It also integrates skills crucial to succeed in the ever-evolving digital economy, including information systems. Qualified students can combine their BS in Business studies with an accelerated MBA or MS degree.

## WHAT WILL I STUDY?

The Bachelor of Science in Business is a 124-credit program designed to prepare graduates for success in working at the fluid interface between business and technology. Students may choose to specialize in the technology defined edges created by finance, marketing or management information systems areas of knowledge, or pursue business development issues that leverage combinations of knowledge in economics, legal studies, international business and math. Students are encouraged to design their own route to the future via weaving together courses and developments of many complementary NJIT disciplines.

## WHAT SPECIALIZATIONS ARE AVAILABLE?

- **Management Information Systems:** Through the development of information systems, MIS responds to firms' needs to capture, organize and maintain vast amounts of information and plan for the future—all vital for day-to-day business. You can take advanced courses in information systems and computer science.
- **Marketing:** With a focus on technically-oriented products and services, you'll learn how to develop a marketing plan, conduct a market analysis and build the knowledge to help you explain technical products to prospective customers.
- **Finance:** By understanding risk and reward in financial markets, you can help businesses reduce costs and become more competitive.
- **Global Business:** This specialization emphasizes global business and an understanding of diverse cultures and business environments. Students are strongly encouraged to study abroad at one of our partner universities.
- **Technological Entrepreneurship:** In a program blending the elements of technological innovation with entrepreneurship, you'll learn firsthand how to convert creative ideas into business opportunities.
- **Corporate Communication:** This concentration prepares students for careers as communication specialists in business,

industry, government, and nonprofit organizations in such fields as media relations, investor relations and corporate advertising.

## WHAT KIND OF CAREER OPPORTUNITIES WILL I HAVE?

BSB graduates are prepared to work at the emerging interface of where talent meets capital as defined by technology structured global business systems. The educational program introduces the importance of business creativity to various fields of technical development as offered at NJIT. As such graduates can enter a wide number of critical positions that are only now emerging at the edges of traditional business operations. For example, students specializing in MIS can work as systems managers, information systems developers, technical support staff or project managers. Students specializing in marketing may find jobs in technology advertising and sales. Students with a base in finance can go into banking, business development and financial analyst positions. This basis is advantageous for those who plan to assume leadership roles in modern technology based organizations.

## NJIT AT A GLANCE

- New Jersey's Science and Technology University, founded in 1881.
- Enrollment of just over 8,000 undergraduate and graduate students in six schools small-college intimacy with big university resources.
- 45-acre campus with a recently-completed \$83-million construction program featuring a new Campus Center.
- A *U.S. News and World Report* "Top National University."
- A *Princeton Review* "Best College"
- Ranks 10th in the nation in diversity with students from more than 100 countries
- 13:1 faculty-student ratio.

## FOR MORE INFORMATION CONTACT:

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