

#### ABOUT THE SCHOOL OF MANAGEMENT

The School of Management, established in 1988, has been accredited by the Association to Advance Collegiate Schools of Business (AACSB) International since 1997.

#### ACADEMIC PROGRAM

The school offers the Bachelor of Science in business with specializations in finance, management information systems (MIS), marketing and corporate communication; the BS in enterprise development; and the BS in international business.\* Non-business majors can earn a minor in business through an 18-credit program. NJIT also offers an MBA, an Executive MBA and an MS in management.

#### RESOURCES AND SPECIAL OPPORTUNITIES

NJIT encourages students to get hands-on, real-world experience through a variety of co-op and internship opportunities and exciting research assistantships exploring cutting-edge science and technology. The Kauffman Entrepreneur Internship Program combines classes on starting a business with a paid internship in an entrepreneurial setting. Through SOM's accelerated dual degree program, undergraduates can take graduate courses toward an MBA, saving time and money.

#### NJIT AT A GLANCE

- New Jersey's Science and Technology University, founded in 1881.
- More than 8,200 students enrolled, including 5,380 undergraduates.
- NJIT's six schools offer small-college intimacy (13:1 student-faculty ratio) with big-university resources.
- 45-acre campus includes \$83 million in new construction and improvements featuring a new Campus Center.
- A *Princeton Review* "Best Value College," "Top 25 Most Connected College" and "2007 Best 282 Business School."
- Ranked by *U.S. News & World Report* among the nation's top national universities, NJIT is 9th in the nation in diversity.

\*Pending approval

#### ADMISSION REQUIREMENTS

We consider your academic record, particularly your grades in math, science and English, and your standardized test scores. Your high school curriculum should include at least four units of English; two units of lab science (chemistry and physics preferred); four units of mathematics, including algebra, geometry, and trigonometry; and six units of some combination of social studies, foreign language, math and science. We consider your overall GPA, individual course grades and the level of your academic curriculum, plus involvement and leadership in activities. The middle 50th percentile combined SAT score (critical reading plus math) for regular incoming freshmen in fall 2007 was 1040–1220.

#### HOW TO APPLY

Choose one of these ways to apply:

- Apply online at [www.njit.edu/admissions/applyonline.php](http://www.njit.edu/admissions/applyonline.php).
- Download a PDF of the application at [www.njit.edu/admissions/applyonline.php](http://www.njit.edu/admissions/applyonline.php).

#### DEADLINES FOR APPLYING

- For fall semester: April 1
- For spring semester: November 15

NJIT uses rolling admissions. You should hear from us two to three weeks from the date that your file is complete. You can check your application status online at [www.njit.edu/admissions/check-status.php](http://www.njit.edu/admissions/check-status.php).

#### FOR MORE INFORMATION

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To contact the NJIT Admissions Office, go online at [www.njit.edu/admissions](http://www.njit.edu/admissions) or e-mail [admissions@njit.edu](mailto:admissions@njit.edu).

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## SCHOOL OF MANAGEMENT



THE SCHOOL OF MANAGEMENT  
(SOM) GIVES YOU THE EDGE

MAKE CONNECTIONS:

At many schools of business, the focus is on one of the functional areas of business, such as finance, accounting, operations, human resources or marketing. At SOM, the focus is on the ways these areas interact and overlap—because that knowledge is what today's firms are looking for. The best jobs will be for graduates who can work at this intersection.

APPLY WHAT YOU LEARN:

SOM offers a refreshing combination of theory and practice in classes that are small and project-focused. You'll have the opportunity to apply theory to real-world situations while developing skills in analytical thinking, teamwork, leadership and communication.

INCREASE YOUR MARKETABILITY:

With business available as either a major or a minor, you can enrich your knowledge of business with another discipline at NJIT, such as engineering, computer science or the sciences. The combination—plus NJIT's strengths as a technical university with a computing-intensive campus—adds value to your degree and your future as a leader.

LEARN FROM

BUSINESS PROFESSIONALS:

Through class presentations, field trips, internships and co-ops, you'll have opportunities to learn directly from experienced businesspeople and entrepreneurs. Thanks to SOM's growing pool of business and industry partners in the New Jersey and New York area—a thriving center of financial, high-tech, pharmaceutical and biotech industries—you'll also have a tremendous source of co-op and career opportunities.

**Technological change drives business change. So the more you understand the complexities, potential and challenges of technology, the better prepared you'll be to excel and lead in a growing number of businesses.**

MESSAGE FROM INTERIM DEAN ROBERT ENGLISH

Welcome to the School of Management. The school was founded in 1988 to provide a standard business education to those well versed in technology design and control but uncertain about the larger business value stream in which it is placed.

Today we continue with this mandate while also responding to the challenges of change. We are experimenting with delivery of special learning situations for those who design and manage cutting-edge technologies and who use technologies to connect organizations across international borders.

SOM is accredited by the AACSB International. To earn this accreditation—the highest standard of achievement worldwide—a business school must demonstrate that it offers a high quality management education with a commitment to continuous improvement. Only about one-third of all business schools in the United States are able to meet the AACSB's rigorous standards.

To see what this means, please come visit us.



Robert English  
Interim Dean

**"Why study business at NJIT? My technology background, in addition to concentrations in finance and international business, gives me an edge over traditional business students. I've already had a semester abroad in Europe, and in my senior year I plan to study in Hong Kong for a semester and later do a co-op at a global financial firm. NJIT's business program has provided me the skills and resources to accomplish this."**

—Cindy Osorio, junior, business major

# the edge . . . in Technology-Driven Business

## Degrees for the 21st Century Marketplace

### BS IN BUSINESS

The BS in Business prepares graduates for working at the fluid interface between business and technology. Choose from concentrations in:

- **Finance:** By understanding risk and reward in financial markets, you can help businesses reduce costs and become more competitive.
- **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 consumer and industrial products and services, you'll learn how to develop a marketing plan, conduct a market analysis, and face challenges in the international marketing arena.
- **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.

### BS IN ENTERPRISE DEVELOPMENT

The BS in Enterprise Development teaches students how to initiate a new enterprise to deliver a new product or service and to rediscover the entrepreneurial spirit in a portion of an existing firm. Because they must often run a whole new venture or reorganize an existing venture, enterprise development students learn all aspects of business: managing the business on a day-to-day basis; advertising, marketing, and distributing the products; accounting skill in keeping the financial records for the business; attracting and retaining the personnel essential to business success; and production and servicing of goods or services. Most importantly, the Enterprise Development program encourages innovative thinking and a willingness to take risks to commercialize new technologies in spite of market challenges.

Business majors are encouraged to take a semester abroad. Hong Kong is one of the many destinations.



### BS IN INTERNATIONAL BUSINESS\*

International trade, cross-cultural management, multinational enterprise development, foreign direct investment, and international financial institutions are among the areas covered in the BS in International Business. The program prepares students for a wide range of careers in multinational organizations both in the United States and abroad. Internships and foreign study programs will be important to the learning development of students in this degree program. NJIT has extensive affiliations with universities in Asia, Europe, Russia and South America.

### HANDS-ON LEARNING

Much of this learning happens in small, engaging classes led by faculty members who are leaders in business as researchers, scholars and successful company executives and entrepreneurs. You'll draw on knowledge from other classes to apply theory through hands-on challenges in which you might develop a business plan, manage a virtual investment portfolio or run a corporation using a sophisticated simulation.

You'll also have opportunities to move your learning into the marketplace through internships and cooperative education. By the time you graduate, you'll have the kind of technological understanding that will set you apart from other job seekers—and you'll be prepared to become a leader.

\* Pending approval