GUTTMAN COMMUNITY COLLEGE		NEW YORK INSTITUTE OF TECHNOLOGY	
Associate of Arts ***Business Administration*** **(College Algebra & Trigonometry Exempt)** **2023-2024**		***Bachelor of Science*** ***Business Administration*** **Concentrations: Business Analytics, Finance, Management, and Marketing** **AACSB Accredited** **Available both on-campus and fully online**	
Course	**Credit**	**Course**	**Credit**
Year 1 - Term 1			
AMST 103: Introduction to Social Justice	3	Liberal Arts Elective	3
ENGL 103/A: Composition I	3	FCWR 101: Writing I	3
MATH 201: Pre-Calculus	3	MATH 125: Finite Math	3
ECON 206: International Political Economy	3	Business Elective	3
ART 120: Perspectives in Photography, *or* ART 200: Arts in New York City, *or* COMM 102: Intro to Media Studies, *or* ENGL 211: Cities in Film & Literature	3	Liberal Arts Elective, or ICLT 325 Cityscapes for ENGL 211	3
BUSI 102: Introduction to Business	3	DATA 101: Making Sense of a Data Society	3
FYS 101	0	-	-
Year 1 - Term 2			
SOSC 111: Ethnographic Methods at Work	3	Liberal Arts Elective	3
ENGL 203: Composition II	3	FCWR 151: Writing II	3
MATH 103: Statistics	3	QANT 201: Statistical Sampling Theory	3
INFT 203: Intro to Management Info Systems	3	MIST 216: Management Info Systems	3
BIOL 122: Intro to Life & Environ Science, *or* CHEM 120: Intro to Biological Chemistry	3	Science Elective	3
Year 2 - Term 3			
ACCT 121: Principles of Accounting I	3	ACCT 101: Accounting I	3
ECON 201: Macroeconomics	3	ECON 202: Principles of Economics I (Macro)	3
Flexible Common Core	3	Liberal Arts Elective	3
ACCT 223: Principles of Accounting II	3	ACCT 110: Managerial Accounting	3
BUSI 201: Business Law & Ethics	3	LLAW 110: Legal Environment of Business	3
Year 2 - Term 4			
ECON 204: Contemporary Economic Issues, *or* BUSI 206: Quant Methods Managerial Decisions, *or* BUSI 243: Business Administration Internship	3	Business Elective	3
ECON 203: Microeconomics	3	ECON 204: Principles of Economics I (Micro)	3
CHEM 110, SOCI 231 *or* SCI 215 *Recommended:* CHEM 110 *or* SCI 215	3	Science Elective	3
Elective: Liberal Arts	3-4	Liberal Arts Elective	3
TOTAL	**60-61**	**TOTAL**	**60**

* Transfer substitution awarded based on this agreement

Note: Follow *"Recommended"* courses to maximize transfer credit to New York Tech

Note: Grade of C- or higher required to receive transfer credit for business core courses

Program of Study at New York Institute of Technology
Bachelor of Science in Business Administration
Options: Business Analytics, Finance, Management or Marketing

Courses to be completed at New York Tech:

Core and additional requirements:		18 Credits
FCWR 301	Communication for Business	3
ICBS 3XX	Behavioral Science Seminar	3
ICLT 3XX	Literature Seminar	3
ICPH 3XX	Philosophy Seminar	3
ICSS 3XX	Social Science Seminar	3
MATH 151 or MATH 161	Fundamentals of Calculus or Basic Applied Calculus	3

Business core:		27 Credits
BUSI 100	School of Management Orientation	0
FINC 201	Corporation Finance	3
MGMT 102	Principles of Management	3
MRKT 102	Introduction to Marketing	3
MGMT 235	International Business	3
QANT 300	Production and Operations Management	3
QANT 405	Management Science	3
BUSI 450	Business Analytics	3
BUSI 495	Career Building Platform	0
BUSI 435	Business Policy and Strategy Capstone	3
Practicum or Internship Course		3

Concentrations (*Choose one*)		15 Credits
Business Analytics Concentration		
BUSA 301	Data Acquisition, Injection and Preparation, and Visual	3
BUSA 305	Python for Business Analytics	3
BUSA 310	Database Management Systems *or*	
ITEC 290	Database Systems	3
BUSA 410	Web and Social Media Analytics	3
Business Elective		3
OR		
Finance Concentration		
ACCT 315	Financial Statement Analysis	3
FINC 301	International Financial Management	3
FINC 320	Advanced Corporate Finance	3
FINC 325	Principles of Investment and Security Analysis	3
FINC 405	Modern Portfolio Theory	3
OR		
Management Concentration		
HRMT 315	Human Resource Management	3
MGMT 370	Organizational Behavior	3
HRMT 435	Talent Management	3
MGMT 475	Knowledge and Innovation Technology Strategy	3
MGMT 480	Project and Program Management	3
OR		
Marketing Concentration - *Required*		
MRKT 301	Promotional Strategy	3
MRKT 302	Developing Consumer Insights through Marketing Research	3
Marketing Concentration – *Choice (Select three courses)*		
MRKT 405	International Marketing	3
MRKT 421	Marketing Analytics	3
MRKT 422	Marketing of New Products and Transformative Innovation	3
MRKT 345	Professional Selling and Digital Customer Relationship Mgmt	
MRKT 430	Digital Marketing	

Total credits at New York Institute of Technology: **60**

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Jaishankar Ganesh, Ph.D., M.B.A. Date
Dean, School of Management
New York Institute of Technology