



Bachelor of Science in Business Management 8 Semesters (124 Credits)

Required 4 Credit Courses:

MGMT 1100	Intro to Management	Fall	
MGMT 2510	Intro to Data & Analytics	Fall	
MATH 1500 or MATH 1010	Calculus for Management or Calculus 1	Fall	
IHSS 1200	Principles of Economics	Fall	
MGMT 1260	Business Law & Ethics	Spring	
MATH 1520 or MATH 1020	Math Methods in Management or Calculus 2	Spring	
CSCI 1100	Computer Science 1	Spring	
MGMT 1240	Management Professional Development 1 (2 cr)	Fall	
MGMT 2300	Financial Accounting	Fall	
MGMT 2100	Statistical Methods	Fall	
MGMT 1250	Management Professional Development 2 (2 cr)	Spring	
MGMT 2430	Marketing Principles	Spring	
MGMT 4100	Quantitative Methods	Spring	
MGMT 4110	Operations Management	Spring	
MGMT 2320	Managerial Finance	Summer Arch	
MGMT 4140	Computer Information Systems	Summer Arch	
MGMT 4850	Org Behavior in High Performing Organizations	Summer Arch	
MGMT 4860	Human Resources in High Performing Orgs	Fall or Spring	
MGMT 4870	Strategy & Policy	Spring	

Plus Electives in the Following Areas

20 credits	HASS Core Electives		
8 credits	Science Core Electives		
24 credits	Choice Electives		

Concentrations

A concentration consists of 3 courses (12 credits).

Concentration Options:

Business Analytics	Finance	Management Information Systems
Marketing	Supply Chain Management	Entrepreneurship

Business Analytics

The business analytics concentration, like the major, focuses on using information to develop business insights and influence decision-making in organizations. This provides a strong foundation in analytical modeling and statistical methods as well as skills in data management. Students gain hands-on experience through projects in a variety of domains such as marketing, supply chain management, healthcare, and finance.

MGMT 4966	Tech Fundamentals of Analytics		
MGMT 4170	Data Resource Management	Spring	

All students in the business analytics concentration must take:

Plus choose one (1) from the list below:

ITWS 4961	Data Analysis Research Lab		
CSCI 4390	Database Mining	Fall	
MGMT 4962	Data Analytics		
MGMT 4963	Applied Analytics and Predictive		
MGMT 4964	Supply Chain Analytics		
MGMT 4965	Marketing Analytics		

Finance

The finance concentration prepares students for careers in corporate finance and financial services. A variety of electives allow students to choose and develop a specialization in a particular area or a wider range of finance skills.

Choose any three (3):

MGMT 4320	Investments 1	Fall or Spring	
MGMT 4330	Financial Markets and Institutions	Fall or Spring	
MGMT 4340	Advanced Corporate Finance	Fall or Spring	
MGMT 4360	International Financial Management		
MGMT 4420	Student Managed Investment Fund	Fall	
MGMT 4540	Venture Capital Finance	Fall	
MGMT 4960	Financial Technology		

Management Information System

The MIS concentration focuses on the use of information technology for value creation in new and established firms. This concentration equips students with the perspectives and skills to understand the role of IT in organizations and to identify opportunities for IT-enabled business innovations. Students develop the capability to understand business requirements and translate them into technology needs.



Choose any three (3):

MGMT 4130	Enterprise IT Integration	Fall	
MGMT 4150	IT Project Management	Fall or Spring	
MGMT 4170	Data Resource Management	Spring	
MGMT 4240	Systems Analysis and Design	Fall	

Marketing

This concentration is available to students interested in a career path in new product development or in marketing and product management. Students focus their attention on understanding the links between a product’s design and the selling/marketing efforts necessary for achieving successful product/market development.

Choose any three (3):

MGMT 4460	Consumer Behavior and Market Design	Fall	
MGMT 4470	Marketing Research	Fall	
MGMT 4450	Internet Marketing	Spring	
MGMT 4490	Advertising Strategy and Promotion	Spring	
MGMT 4965	Marketing Analytics		

Supply Chain Management

This concentration equips students with the perspectives and skills to design supply chains, develop strategies to optimize supply chain operations, and identify opportunities for deploying IT to create effective demand fulfillment capabilities in firms.

Choose any three (3):

ISYE 4210	Design and Analysis of Supply Chains	Fall or Spring	
MGMT 4130	Enterprise IT Integration	Fall	
MGMT 4080	Networks, Innovation, and Value Creation	Fall or Spring	
MGMT 4964	Supply Chain Analytics		

Entrepreneurship

The entrepreneurship concentration has been developed for students who have an interest in new venture creation by starting their own company or working to innovate within an existing firm. Entrepreneurship electives at Rensselaer are highly experiential – students will work on developing a new idea into a viable business.

Choose any three (3):

MGMT 4510	Invention, Innovation & Entrepreneurship		
MGMT 4520	Introduction to Technological Entrepreneurship	Fall or Spring	
MGMT 4530	Starting Up A New Venture	Fall or Spring	
MGMT 4960	Financial Technology		