

BUSINESS ADMINISTRATION - MARKETING CONCENTRATION (B.S.) (COMBINED B.S./M.S. BUSINESS ANALYTICS)

Program begins Spring 2022

A Combined Degree program enables undergraduate students to enroll in graduate courses in their senior year, which can be counted towards the completion of both their Bachelor's and Master's degree requirements.

The ability to take these "swing courses" allows students to earn both their Bachelor's and Master's degrees in a shortened period of time, typically within five years of intensive study. Undergraduate students interested in this option can find more information regarding program requirements on the University's Combined Programs website (<https://www.montclair.edu/combined-programs/programs-of-study/>).

Program Requirements

Students in this combined degree program must complete the requirements for:

Business Administration - Marketing Concentration (B.S.) (<http://catalog.montclair.edu/programs/business-administration-marketing-bs/>)

Business Analytics (M.S.) (<http://catalog.montclair.edu/programs/business-analytics-ms/>)

Graduate Swing Courses

A combined degree program allows students to complete 6-12 graduate credits ("graduate swing courses") while enrolled as an undergraduate. These courses count for both their bachelor and master's degrees. Graduate swing courses will count toward undergraduate free electives, unless noted otherwise.

The Graduate Swing Courses for this program:

Code	Title	Credits
INFO 574	Database Systems for Analytics	3
INFO 589	Applied Statistics for Business Analytics	3

Recommended Roadmap to Degree(s)

This recommended five-year plan is provided as an outline for students to follow in order to complete their degree requirements within five years. This plan is a recommendation and students should only use it in consultation with their academic advisor.

Fifth year courses are taken at the graduate level, after matriculation into the graduate portion of this combined degree program.

Course	Title	Credits
First Year		
Fall		
GENERAL EDUCATION: (A) New Student Seminar		1
GENERAL EDUCATION: (C1) Writing		3
GENERAL EDUCATION: (C3) Communication		3
ECON 102	Applied Microeconomics	3

INFO 173	Spreadsheet Modeling for Business Decisions	3
MATH 100	Math for Business and Social Sciences (if needed, or Free Elective)	3
Credits		16

Spring

GENERAL EDUCATION: (C2) Literature		3
GENERAL EDUCATION: (I) Natural Science Laboratory		4
ECON 101	Applied Macroeconomics	3
INFO 240	Statistical Methods in Business	3
INFO 290	Technology in Business	3
Credits		16

Second Year

Fall

GENERAL EDUCATION: (K1) Social Science – American and European History		3
World Language 1		3
ACCT 204	Fundamentals of Accounting	3
BUGN 280	Strategic Business Communications	3
BUGN 295	Elements of Business	3
Credits		15

Spring

GENERAL EDUCATION: (F1) Humanities – Great Works and Their Influences		3
GENERAL EDUCATION: (F2) Humanities – Philosophical and Religious Perspectives		3
World Language 2		3
BSLW 235	Legal, Ethical, and Global Environment of Business	3
INBS 250	Introduction to International Business	3
Credits		15

Third Year

Fall

World Cultures		3
BUGN 310	Campus to Career Transition I	0
FINC 300	Integrated Core: Finance	3
INFO 300	Integrated Core: Operations Management	3
MGMT 300	Integrated Core: Management	3

2 Business Administration - Marketing Concentration (B.S.) (Combined B.S./M.S. Business Analytics)

MKTG 300	Integrated Core: Marketing	3
		Credits 15
Spring		
GENERAL EDUCATION: (K2) Social Science – Global Cultural Perspectives 3		
BUGN 320	Campus To Career Transition II	0
MKTG 310	Services Marketing	3
MKTG 341	Consumer Behavior	3
MKTG 348	Digital Marketing	3
MKTG Concentration Elective		3
		Credits 15
Fourth Year		
Fall		
BUGN 330	Campus To Career Transition III	0
MGMT 439	Applied Business Strategy	3
MKTG 442	Marketing Research	3
MKTG Concentration Elective		3
MKTG Concentration Elective		3
MKTG Concentration Elective		3
		Credits 15
Spring		
GENERAL EDUCATION: (D) Fine and Performing Arts 3		
GENERAL EDUCATION: (J) Physical Education 1		
BUGN 340	Campus To Career Transition IV	0
MKTG 446	Marketing Strategy and Implemental	3
INFO 574	Database Systems for Analytics	3
INFO 589	Applied Statistics for Business Analytics	3
		Credits 13
		Total Credits 120
Course	Title	Credits
Fourth Year		
Summer		
INFO 570	Data Wrangling and Analysis	3
INFO 584	Data Visualizator	3
		Credits 6

Fifth Year		
Fall		
INFO 581	Business Processes for Analytics	3
INFO 583	Introduction to Data Mining for Business	3
INFO 585	Advanced Data Mining for Business	3
		Credits 9
Spring		
INFO 582	Optimizior Methods for Business Analytics	3
INFO 587	Big Data Management and Analytics	3
INFO 588	Analytics Practicum	3
		Credits 9
		Total Credits 24