

NASSAU COMMUNITY COLLEGE		NEW YORK INSTITUTE OF TECHNOLOGY	
Associate of Science Business - Business Administration Transfer Program		2025 Bachelor of Science in Business Administration Concentrations: Business Analytics, Finance, Management, and Marketing (Available both on-campus and fully online) AACSB Accredited	
Course	Credit	Course	Credit
First Semester: 15 credits			
ACC 101 - Accounting I	3	ACCT 101 Accounting I	3
BUS 110 - Introduction to Business	3	DATA 101 Making Sense of Data-Oriented Society*	3
BUS Elective	3	Business Elective	3
ECO 207 - Principles of Macroeconomics	3	ECON 202 Principles of Economics I	3
ENG 100 - Enhanced Composition <i>or</i> ENG 101 - Composition I <i>or</i> ENG 108 - The Craft of Composition/Honors English I	3	FCWR 101 Writing I	3
Second Semester: 16 credits			
ACC 102 - Accounting II	3	ACCT 110 Managerial Accounting, <i>or</i> ACCT 102 Accounting II for Finance concentration	3
BUS 112 - Principles of Management	3	MGMT 102 Principles of Management	3
BUS Elective	3	Business Elective	3
ENG 102 - Composition II <i>or</i> ENG 109 - The Art of Analysis/Honors English II	3	FCWR 151 Writing II	3
MAT 102 - Introduction to Statistics <i>or higher</i>	3	QANT 201 Statistical Sampling Theory	3
PED Physical Education Activity	1	-	-
Third Semester: 16 credits			
BUS Elective <i>Recommended:</i> BUS 114 Intro to International Business	3	MGMT 235 International Business	3
COM 101 Interpersonal Communications <i>or</i> COM 103 Public Speaking	3	Liberal Arts Elective	3
ECO 208 – Principles of Microeconomics	3	ECON 204 Principles of Economics II	3
MKT 100 – Introduction to Marketing	3	MRKT 102 Introduction to Marketing	3
Mathematics Elective <i>Recommended:</i> MAT 109 <i>or</i> MAT 111	3	MATH 125 Finite Mathematics	3
PED Physical Education Activity	1	-	-
Fourth Semester: 17 credits			
CMP 117 – Business Computing Concepts and App	4	MIST 216 – Information Systems	3
Elective – SUNY GE World Language	3	Liberal Arts Elective	3
Elective – HIS 103, HIS 104, or HIS 106	3	History Equivalent	3
Laboratory Science Elective	4	Science Equivalent	4
LAW 103 – Business Law I	3	LLAW 110 – Legal Environment of Business	3
TOTAL		TOTAL	
64		61	

* Transfer substitution awarded on the basis of 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**

Concentrations: Business Analytics, Finance, Management or Marketing

Courses to be completed at New York Tech:

<u>Core and additional requirements:</u>		<u>23 Credits</u>
ICBS 3XX	Behavioral Science Seminar	3
ICLT 3XX	Literature Seminar	3
ICPH 3XX	Philosophy Seminar	3
ICSS 3XX	Social Science Seminar	3
FCWR 301	Communication for Business	3
Science	Science Choice	3
Liberal Arts Electives		<u>5</u>

<u>Business core:</u>		<u>21 Credits</u>
BUSI 100	School of Management Orientation	0
FINC 201	Corporation Finance	3
MATH 151	Fundamentals of Calculus <i>or</i>	
MATH 161	Basic Applied Calculus	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		<u>3</u>

Concentrations (Choose one) 15 Credits**Business Analytics Concentration**

BUSA 301	Data Acquisition, Injection and Preparation	3
BUSA 305	Python for Business Analytics	3
BUSA 310	Database Management Systems <i>or</i>	
ITEC 290	Database Systems	3
BUSA 410	Web and Social Media Analytics	3
Business Elective		<u>3</u>

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	<u>3</u>

OR**Management Concentration**

HRMT 315	Human Resource Management	3
MGMT 370	Organizational Behavior	3
HRMT 435	Talent Management	3
MGMT 435	Knowledge and Innovation Technology Strategy	3
MGMT 480	Project and Program Management	<u>3</u>

OR**Marketing Concentration - Required**

MRKT 301	Promotional Strategy	3
MRKT 302	Developing Consumer Insights through Marketing Research	3
Marketing Concentration – <i>Choice (Select three courses)</i>		
MRKT 405	International Marketing	3
MRKT 421	Marketing Analytics	3
MRKT 422	Marketing of New Products and Transformative Innovation	<u>3</u>
MRKT 345	Professional Selling and Digital Customer Relationship Mgmt	-
MRKT 430	Digital Marketing	-

Total credits at New York Institute of Technology:

59

Jaishankar Ganesh

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

____ **06/18/2025** _____

Date

▪ *Effective as of 2025*
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