

Business Administration and Communication Studies, BS (Oakland)

The combined major between business administration and communication studies provides students with a robust overview of business and communication studies. This combined major seeks to prepare students for career opportunities in growing industry markets such as public relations, marketing communications, and digital media.

Program Requirements

Complete all courses listed below unless otherwise indicated. Also complete any corequisite labs, recitations, clinicals, or tools courses where specified and complete any additional courses needed beyond specific college and major requirements to satisfy graduation credit requirements.

Universitywide Requirements

All undergraduate students are required to complete the Universitywide Requirements (<https://catalog.northeastern.edu/undergraduate/university-academics/university-wide-requirements/>).

NUPath Requirements

All undergraduate students are required to complete the NUPath Requirements (<https://catalog.northeastern.edu/undergraduate/university-academics/nupath/>).

Business Core Requirements

Code	Title	Hours
Introduction to College		
BUSN 1102 or COMM 1000	Personal Skill Development for Business Communication Studies at Northeastern	1
Accounting		
ACCT 1201	Financial Accounting and Reporting	4
Business Statistics		
Complete one of the following. MGSC 2301 is the recommended statistics course for this combined major.		4
MGSC 2301	Business Statistics	
MATH 2280	Statistics and Software	
MATH 3081	Probability and Statistics	
Business Core Elective 1		
INTB 1203 or ORGB 3201 or ORGB 3203	International Business and Global Social Responsibility Organizational Behavior Behavioral Aspects of Digital Transformation	4
Marketing		
MKTG 2201	Introduction to Marketing	4
Finance		
FINA 2201	Financial Management	4
Business Core Elective 2		
ACCT 2301 or INNO 2301 or MISB 2301 or SCHM 2301	Profit Analysis for Managers and Advisors Innovation! Introduction to Information Systems and Digital Technologies Supply Chain and Operations Management	4

Business Concentration Required

A concentration is required and may be chosen from the following list:

- Entrepreneurial Startups (<https://catalog.northeastern.edu/undergraduate/business/concentrations/entrepreneurial-startups/>)
- Finance (<https://catalog.northeastern.edu/undergraduate/business/concentrations/finance/>)
- Fintech (<https://catalog.northeastern.edu/undergraduate/business/concentrations/fintech/>)
- Marketing (<https://catalog.northeastern.edu/undergraduate/business/concentrations/marketing/>)
- Social Innovation and Entrepreneurship (<https://catalog.northeastern.edu/undergraduate/business/concentrations/social-innovation-entrepreneurship/>)

Supporting Business Courses

Code	Title	Hours
Mathematics		
Complete one of the following. MATH 1231 is strongly recommended for this combined major		4
MATH 1231	Calculus for Business and Economics	
MATH 1241	Calculus 1	
MATH 1251	Calculus and Differential Equations for Biology 1	
MATH 1340	Intensive Calculus for Engineers	
MATH 1341	Calculus 1 for Science and Engineering	
Macroeconomics and Microeconomics		
Complete one of the following:		4
ECON 1115	Principles of Macroeconomics	
ECON 1116	Principles of Microeconomics	

Communication Studies Requirements

Code	Title	Hours
Communication Studies Common Requirements		
COMM 1101	Introduction to Communication Studies	4
COMM 1112	Public Speaking	4
or COMM 1113	Business and Professional Speaking	
or COMM 2301	Communication Research Methods	
Foundation Course		
Complete one of the following:		4
COMM 1210	Persuasion and Rhetoric	
COMM 1225	Communication Theory	
COMM 1231	Principles of Organizational Communication	
COMM 1255	Communication in a Digital Age	
Cluster Course		
Complete one of the following:		4
COMM 1131	Sex, Relationships, and Communication	
COMM 2303	Global and Intercultural Communication	
COMM 2304	Communication and Gender	
COMM 2501	Communication Law	
COMM 2551	Free Speech in Cyberspace	
Writing-Intensive		
Complete two of the following:		8
COMM 3200	Mobile Communication	
COMM 3201	Health Communication	
COMM 3230	Interpersonal Communication	
COMM 3304	Communication and Inclusion	
COMM 3320	Political Communication	
COMM 3415	Communication Criticism	
COMM 3500	Environmental Issues, Communication, and the Media	
COMM 3501	Free Speech: Law and Practice	
COMM 3530	Communication and Sexualities	
COMM 3532	Theories of Conflict and Negotiation	
COMM 4535	Nonverbal Social Interaction	
COMM 4605	Youth and Communication Technology	
COMM 4631	Crisis Communication and Image Management	
Communication Studies Electives		
Complete three additional electives. Choose from any communication studies courses not used to satisfy requirements above or related electives outside of communication studies:		12
ARTD 2360 and ARTD 2361	Introduction to Photography and Photo Tools	

ARTD 2380 and ARTD 2381	Video Basics and Video Tools
ARTD 3460	Photography: Concept + Process
ARTD 3480	Video: Sound and Image
ARTF 1240 and ARTF 1241	Making with Video, Sound, and Animation and Making with Video, Sound, and Animation Tools ¹
JRNL 1101	Journalism 1: Fundamentals of Reporting and Writing
JRNL 3610	Digital Storytelling and Social Media
JRNL 5311	Design for Storytelling
JRNL 5314	Video News Reporting and Producing
JRNL 5316	The Newsroom
MSCR 1230	Introduction to Film Production

¹ It is recommended that students taking Making with Video, Sound, and Animation (ARTF 1240) with Making with Video, Sound, and Animation Tools (ARTF 1241) should also take either Representational Drawing (ARTF 1200), Abstract Drawing (ARTF 1210), Elements of Visual Composition (ARTF 1220), Making with Form and Materials (ARTF 1230), Making with Video, Sound, and Animation (ARTF 1240), or Designing Interactive Experiences (ARTF 1250) in the same term. The other ARTF course may count toward the student's open electives or minor, if they have one.

Integrative Requirement

Code	Title	Hours
Integrative Course		
MKTG 4504	Advertising and Brand Promotion	4
Capstone		
Complete one of the following:		4
COMM 4608	Strategic Communication Capstone	
STRT 4501	Strategy in Action	

Business Experiential Learning

Code	Title	Hours
Complete at least one of the following experiences:		
BUSN 4945	In-the-Field Experiential Professional Practicum	0-8
COOP 3945	Co-op Work Experience	
COOP 3946	Co-op Work Experience—Half Time	
COOP 3947	Co-op Work Experience Abroad—Half Time	
COOP 3948	Co-op Work Experience Abroad	
EEBA 2948	Internship Experience Abroad	
EEBA 2945	Internship Experience	

Business GPA Requirement

Minimum 2.000 GPA in business courses required

Communication Studies Major Grade Requirement

No more than two grades below a C in communication studies courses may be used to satisfy degree requirements.

Program Requirement

128 total semester hours required

Plan of Study

Sample Plan of Study

FOUR YEARS, TWO CO-OPS

Year 1							
Fall	Hours	Spring	Hours	Summer 1	Hours	Summer 2	Hours
ACCT 1201		4 COMM 1112, 1113, or 2301		4 Communication studies elective		4 Elective	4
BUSN 1102 or COMM 1000		1 MGSC 2301		4 NUpath course		4 Elective	4
COMM 1101		4 MKTG 2201		4			

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ENGW 1111	4	Communication studies foundation course	4					
MATH 1231	4							
	17		16		8			8
Year 2								
Fall	Hours	Spring	Hours	Summer 1	Hours	Summer 2	Hours	
BUSN 1103 or EEAM 2000	1	COOP 3945		0 COOP 3945		0 Elective		4
FINA 2201	4					Elective		4
ECON 1115 or 1116	4							
Business core option	4							
Communication studies cluster course	4							
	17		0		0			8
Year 3								
Fall	Hours	Spring	Hours	Summer 1	Hours	Summer 2	Hours	
MKTG 4504		4 COOP 3945		0 COOP 3945		0 Communication studies elective		4
Business core option 1	4					NUpath course		4
Communication studies writing-intensive 1	4							
Concentration course	4							
	16		0		0			8
Year 4								
Fall	Hours	Spring	Hours					
Communication studies writing-intensive 2		4 COMM 3409, ENGW 3304, ENGW 3314, or ENGW 3315	4					
Communication studies elective	4	COMM 4608 or STRT 4501	4					
Concentration course	4	Concentration course	4					
Concentration course	4	Elective	4					
	16		16					

Total Hours: 130