

Business Administration and Communication Studies, BS (Boston)

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 | | |
| Choose 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:

- Accounting (<https://catalog.northeastern.edu/undergraduate/business/concentrations/accounting/>)
- Accounting and Advisory Services (<https://catalog.northeastern.edu/undergraduate/business/concentrations/accounting-advisory-services/>)
- Brand Management (<https://catalog.northeastern.edu/undergraduate/business/concentrations/brand-management/>)
- Business Analytics (<https://catalog.northeastern.edu/undergraduate/business/concentrations/business-analytics/>)
- Corporate Innovation (<https://catalog.northeastern.edu/undergraduate/business/concentrations/corporate-innovation/>)
- Entrepreneurial Startup (<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/>)

- Healthcare Management and Consulting (<https://catalog.northeastern.edu/undergraduate/business/concentrations/healthcare-management-consulting/>)
- International Business (<https://catalog.northeastern.edu/undergraduate/business/concentrations/international-business/>) (available only as a second concentration)
- Management (<https://catalog.northeastern.edu/undergraduate/business/concentrations/management/>)
- Management Information Systems (<https://catalog.northeastern.edu/undergraduate/business/concentrations/management-information-systems/>)
- Marketing (<https://catalog.northeastern.edu/undergraduate/business/concentrations/marketing/>)
- Marketing Analytics (<https://catalog.northeastern.edu/undergraduate/business/concentrations/marketing-analytics/>)
- Social Innovation and Entrepreneurship (<https://catalog.northeastern.edu/undergraduate/business/concentrations/social-innovation-entrepreneurship/>)
- Supply Chain Management (<https://catalog.northeastern.edu/undergraduate/business/concentrations/supply-chain-management/>)

Supporting Business Courses

| Code | Title | Hours |
|--|---|-------|
| Mathematics | | |
| Complete one of the following. MATH 1231 is strongly recommended for this major: | | 4 |
| MATH 1231 | Calculus for Business and Economics | |
| MATH 1241 | Calculus 1 | |
| MATH 1245 | Calculus with Applications | |
| 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 3445 | Public Relations Principles |
| 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: 0-8 | | |
| BUSN 4945 | In-the-Field Experiential Professional Practicum | |
| 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 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 | | | | |
| ENGW 1111 | 4 | Communication studies foundation course | 4 | | | | |
| MATH 1231 | 4 | EEAM 2000 (For CAMD students) | 1 | | | | |
| | 17 | | 17 | | | 8 | 8 |

Year 2

| Fall | Hours | Spring | Hours | Summer 1 | Hours | Summer 2 | Hours |
|--------------------------------------|-------|-------------|-------|-------------|-------|------------|-------|
| BUSN 1103 (For DMSB students) | | 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: 131