

# *Business Administration and Design, BS (Oakland)*

The combined major in business administration and design integrates the theory and practice of management through active learning and problem-driven research with the practice of understanding humans, their surrounding contexts and systems, and designing alternative futures. Students are well prepared through business foundations in accounting, innovation, marketing, management, and organizational behavior, with the opportunity to concentrate in a specific area of business.

The program also offers students a choice of design options: experience design, a holistic and integrative approach that focuses on the quality of the human experience in concrete situations; graphic design, the integration of text and image to communicate critical concepts; information design, the visualization and physicalization of data to enhance human understanding of complex knowledge; or interaction design, the creation of navigable interfaces and systems that allow audiences to take an active role to achieve meaningful goals.

## 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
<b>Introduction to College</b>		
BUSN 1102 or ARTF 1000	Personal Skill Development for Business Art and Design at Northeastern	1
<b>Mathematics</b>		
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 1245	Calculus with Applications	
MATH 1251	Calculus and Differential Equations for Biology 1	
MATH 1260	Math Fundamentals for Games	
MATH 1340	Intensive Calculus for Engineers	
MATH 1341	Calculus 1 for Science and Engineering	
<b>Macroeconomics and Microeconomics</b>		
ECON 1115 or ECON 1116	Principles of Macroeconomics Principles of Microeconomics	4

## Business Requirements

Code	Title	Hours
<b>Accounting</b>		
ACCT 1201	Financial Accounting and Reporting	4
<b>Business Statistics</b>		
Complete one of the following. MGSC 2301 is the recommended statistics course for this combined major:		4
MATH 2280	Statistics and Software	
MGSC 2301	Business Statistics	
MATH 3081	Probability and Statistics	
<b>International Business/Social Responsibility</b>		
INTB 1203	International Business and Global Social Responsibility	4
<b>Marketing</b>		
MKTG 2201	Introduction to Marketing	4
<b>Finance</b>		

FINA 2201	Financial Management	4
<b>Organizational Behavior</b>		
ORGB 3201 or ORGB 3203	Organizational Behavior Behavioral Aspects of Digital Transformation	4
<b>Strategy in Action</b>		
STRT 4501	Strategy in Action	4
<b>Business Core Option</b>		
Complete one of the following:		4
ACCT 2301	Profit Analysis for Managers and Advisors	
INNO 2301	Innovation!	
MISM 2301	Introduction to Information Systems and Digital Technologies	
SCHM 2301	Supply Chain and Operations Management	
<b>Professional Development</b>		
BUSN 1103 or EEAM 2000	Professional Development for Business Co-op Professional Development for Co-op	1

## Business Concentration

One concentration is required. A second concentration is optional.

- 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/>)

## Design Requirements

Students interested in design PlusOne programs are recommended to consult with faculty coordinator and advisor during sophomore year to register for 5000-level courses in junior and senior years.

Code	Title	Hours
<b>Art + Design Fundamentals Required</b>		
ARTF 1220	Elements of Visual Composition (with optional ARTF 1221)	2
<b>Art + Design Fundamentals Electives</b>		
Complete three of the following:		6
ARTF 1200	Representational Drawing	
ARTF 1210	Abstract Drawing	
ARTF 1230 and ARTF 1231	Making with Form and Materials and Making with Form and Materials Tools	
ARTF 1240 and ARTF 1241	Making with Video, Sound, and Animation and Making with Video, Sound, and Animation Tools	
ARTF 1250 and ARTF 1251	Designing Interactive Experiences and Designing Interactive Experiences Tools	
<b>Design Required</b>		
ARTG 1001 and ARTG 1002	Design Perspectives: An Introduction to Design in the World and Seminar for Design Perspectives	4
ARTG 1270 and ARTG 1271	Design: Process + Practices and Studio for Design: Process + Practices	4
ARTG 1290 and ARTG 1291	Typographic Systems and Studio for Typographic Systems	4
ARTG 2262 and ARTG 2263	Prototyping with Code and Lab for ARTG 2262 (or ARTG Design Elective) <sup>1</sup>	4
<b>Art + Design History Elective</b>		
Complete any one ARTH course. ARTH 1001 Visual Intelligence and ARTH 1002 Seminar in Visual Intelligence is recommended to fulfill this requirement.		4
<b>Art + Design Elective</b>		
Complete any one ARTD, ARTE, ARTF (4 SH), ARTG, ARTH, ARTS, or GAME course for which prerequisites have been met.		4

If any topics course is completed more than once, the additional completions may be allowed toward the electives.

### Degree Capstone Project

ARTG 4550	Design Degree Project	4
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- <sup>1</sup> For students interested in the PlusOne in Information Design and Data Visualization, speak with an advisor about an alternative course option to Prototyping with Code (ARTG 2262) and Lab for ARTG 2262 (ARTG 2263).

### Design Option

Code	Title	Hours
Complete one of the following options:		8
<b>Experience Design Option</b>		
ARTG 3462	Experience Design Principles	
ARTG 3464	Topics In Experience Design Inquiry	
<b>Graphic Design Option</b>		
ARTG 2252	Graphic Design Principles	
ARTG 3452	Topics In Graphic Design Inquiry	
<b>Information Design Option</b>		
ARTG 2242	Information Design Principles	
ARTG 3444	Topics in Information Design Inquiry	
<b>Interaction Design Option</b>		
ARTG 2400	Interaction Design Principles (with optional ARTG 2401)	
ARTG 3400	Topics In Interaction Design Inquiry	

- <sup>2</sup> For students interested in the PlusOne in Information Design and Data Visualization, speak with an advisor about an alternative course option to Topics in Information Design Inquiry (ARTG 3444).

### Integrative Course

Code	Title	Hours
Note: Integrative course is required above.		
ARTG 4550	Design Degree Project	

### 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	
EEBA 2948	Internship Experience Abroad	

### Business GPA Requirement

A minimum 2.000 GPA in business courses is required.

### Program Requirement

128 total semester hours required

### Plan of Study

#### Sample Plan of Study

#### FOUR YEARS, TWO CO-OPS IN SUMMER SECOND HALF/FALL

##### Year 1

Fall	Hours	Spring	Hours	Summer 1	Hours	Summer 2	Hours
ACCT 1201		4 ARTG 1270 and ARTG 1271		4 ARTG 1290 and ARTG 1291		4 ARTF elective 2	2

ARTF 1220 (with optional ARTF 1221)		2 ECON 1115 or 1116		4 Elective		4 ARTF elective 3		2	
ARTF elective 1		2 MGSC 2301		4		Elective		4	
ARTG 1001 and ARTG 1002		4 MATH elective		4					
BUSN 1102 or ARTF 1000		1							
ENGW 1111		4							
Year 2		17		16		8		8	
Fall	Hours	Spring	Hours	Summer 1	Hours	Summer 2	Hours		
ARTG 2262 and ARTG 2263	4	BUSN 1103 or EEAM 2000	1	FINA 2201	4	Co-op	0		
INTB 1203	4	ARTH elective	4	Elective	4				
MKTG 2201	4	Business concentration introductory course	4						
Design option level 1	4	Business core option	4						
		Design option level 2	4						
Year 3		16		17		8		0	
Fall	Hours	Spring	Hours	Summer 1	Hours	Summer 2	Hours		
Co-op	0	ENGW 3314 or 3315	4	Business concentration elective 2	4	Co-op	0		
		ORGB 3201 or 3203	4	Elective	4				
		A+D elective	4						
		Business concentration elective 1	4						
Year 4		0		16		8		0	
Fall	Hours	Spring	Hours						
Co-op	0	ARTG 4550	4						
		STRT 4501	4						
		Business concentration	4						
		Elective	4						
Total Hours: 130		0		16					