

# Business Administration and Design, BS

The combined major in business administration and design integrates fundamental design courses with the theory and practice of management through active learning, problem-driven research, corporate partnerships, and experiential assignments. The BS degree can be accomplished using the four-year co-op plan.

## 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 (<http://catalog.northeastern.edu/undergraduate/university-academics/university-wide-requirements/>).

## NUpath Requirements

All undergraduate students are required to complete the NUpath Requirements (<http://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:		4
MATH 1231	Calculus for Business and Economics	
MATH 1241	Calculus 1	
MATH 1260	Math Fundamentals for Games	
<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>		
MGSC 2301	Business Statistics	4
<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	Organizational Behavior	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	Managerial Accounting	
ENTR 2301	Innovation!	
MISM 2301	Management Information Systems	
SCHM 2301	Supply Chain and Operations Management	

## Professional Development

BUSN 1103	Professional Development for Business Co-op	1
or EEAM 2000	Professional Development for Co-op	

## Business Concentration

Complete one of the following business concentrations:

- Accounting (<http://catalog.northeastern.edu/undergraduate/business/concentrations/accounting/>)
- Accounting and Advisory Services (<http://catalog.northeastern.edu/undergraduate/business/concentrations/accounting-advisory-services/>)
- Brand Management (<http://catalog.northeastern.edu/undergraduate/business/concentrations/brand-management/>)
- Business Analytics (<http://catalog.northeastern.edu/undergraduate/business/concentrations/business-analytics/>)
- Corporate Innovation (<http://catalog.northeastern.edu/undergraduate/business/concentrations/corporate-innovation/>)
- Entrepreneurial Startups (<http://catalog.northeastern.edu/undergraduate/business/concentrations/entrepreneurial-startups/>)
- Family Business (<http://catalog.northeastern.edu/undergraduate/business/concentrations/family-business/>)
- Finance (<http://catalog.northeastern.edu/undergraduate/business/concentrations/finance/>)
- Fintech (<http://catalog.northeastern.edu/undergraduate/business/concentrations/fintech/>)
- Healthcare Management and Consulting (<http://catalog.northeastern.edu/undergraduate/business/concentrations/healthcare-management-consulting/>)
- Management (<http://catalog.northeastern.edu/undergraduate/business/concentrations/management/>)
- Management Information Systems (<http://catalog.northeastern.edu/undergraduate/business/concentrations/management-information-systems/>)
- Marketing (<http://catalog.northeastern.edu/undergraduate/business/concentrations/marketing/>)
- Marketing Analytics (<http://catalog.northeastern.edu/undergraduate/business/concentrations/marketing-analytics/>)
- Social Innovation and Entrepreneurship (<http://catalog.northeastern.edu/undergraduate/business/concentrations/social-innovation-entrepreneurship/>)
- Supply Chain Management (<http://catalog.northeastern.edu/undergraduate/business/concentrations/supply-chain-management/>)

## Second Business Concentration (Optional)

A second business concentration is optional and may be chosen from the following list:

- Accounting (<http://catalog.northeastern.edu/undergraduate/business/concentrations/accounting/>)
- Accounting and Advisory Services (<http://catalog.northeastern.edu/undergraduate/business/concentrations/accounting-advisory-services/>)
- Brand Management (<http://catalog.northeastern.edu/undergraduate/business/concentrations/brand-management/>)
- Business Analytics (<http://catalog.northeastern.edu/undergraduate/business/concentrations/business-analytics/>)
- Corporate Innovation (<http://catalog.northeastern.edu/undergraduate/business/concentrations/corporate-innovation/>)
- Entrepreneurial Startup (<http://catalog.northeastern.edu/undergraduate/business/concentrations/entrepreneurial-startups/>)s
- Family Business (<http://catalog.northeastern.edu/undergraduate/business/concentrations/family-business/>)
- Finance (<http://catalog.northeastern.edu/undergraduate/business/concentrations/finance/>)
- Fintech (<http://catalog.northeastern.edu/undergraduate/business/concentrations/fintech/>)
- Healthcare Management and Consulting (<http://catalog.northeastern.edu/undergraduate/business/concentrations/healthcare-management-consulting/>)
- International Business (<http://catalog.northeastern.edu/undergraduate/business/concentrations/international-business/>)
- Management (<http://catalog.northeastern.edu/undergraduate/business/concentrations/management/>)
- Management Information Systems (<http://catalog.northeastern.edu/undergraduate/business/concentrations/management-information-systems/>)
- Marketing (<http://catalog.northeastern.edu/undergraduate/business/concentrations/marketing/>)
- Marketing Analytics (<http://catalog.northeastern.edu/undergraduate/business/concentrations/marketing-analytics/>)
- Social Innovation and Entrepreneurship (<http://catalog.northeastern.edu/undergraduate/business/concentrations/social-innovation-entrepreneurship/>)
- Supply Chain Management (<http://catalog.northeastern.edu/undergraduate/business/concentrations/supply-chain-management/>)

## 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 and Design Fundamentals</b>		
ARTF 1122	Color and Composition (with optional ARTF 1123)	

**Art and Design Fundamentals Elective**

Complete one of the following:	5
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ARTF 1124 and ARTF 1125	Form and Structure and Form and Structure Tools	
ARTF 2220 and ARTF 2221	Movement and Time and Movement and Time Tools	
ARTF 2223 and ARTF 2224	Experience and Interaction and Experience and Interaction Tools	

**Design Required**

ARTG 1001 and ARTG 1002	Design Perspectives: An Introduction to Design in the World and Seminar for Design Perspectives	4
ARTG 1250	Design Process Context and Systems	4
ARTG 2250 and ARTG 2251	Typography 1 and Type Tools	5

**Design Elective**

Complete any one ARTG design elective course for which prerequisites have been met.	4
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If ARTG 5000 (or any other topics course in the subject listed above) is completed more than once, the additional completions may be allowed toward the electives.

**Art and Design History Elective**

Complete any one ARTH course.	4
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**Art and Design Elective**

Complete any one ARTD, ARTE, ARTF, ARTG, ARTH, ARTS, or GAME course for which prerequisites have been met.	4
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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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**Design Option**

Code	Title	Hours
Complete one of the following options:		8

**Experience Design Option**

ARTG 3462	Experience Design 1
ARTG 3463	Experience Design 2

**Graphic Design Option**

ARTG 2252	Graphic Design 1
ARTG 3450	Graphic Design 2

**Information Design Option**

ARTG 3451	Information Design 1
ARTG 4552	Information Design 2

**Interaction Design Option**

ARTG 2400 and ARTG 2401	Interaction Design 1: Responsive and Interaction Design Tools
ARTG 3700	Interaction Design 2: Mobile

**Integrative Course**

Code	Title	Hours
Note: Integrative course is required above.		

ARTG 4550	Design Degree Project
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**Business GPA Requirement**

A minimum 2.000 GPA in business courses is required.

**Business Cooperative Education Requirement**

Complete one six-month co-op experience.

**Program Requirement**

128 total semester hours required

## Plan of Study

### Four Years, Two Co-ops

Year 1							
Fall	Hours	Spring	Hours	Summer 1	Hours	Summer 2	Hours
BUSN 1102 or ARTF 1000		1 ECON 1115 or 1116		4 ARTG 2250 and ARTG 2251		5 Art and design fundamentals elective	4
ACCT 1201		4 MGSC 2301		4 Elective		4 Elective	4
ARTG 1001 and ARTG 1002		4 ARTG 1250		4			
ARTF 1122 (with optional ARTF 1123)		4 MATH elective		4			
ENGW 1111		4					
		17		16		9	8
Year 2							
Fall	Hours	Spring	Hours	Summer 1	Hours	Summer 2	Hours
INTB 1203		4 Business concentration introductory course		4 FINA 2201		4 Co-op	0
Design option level 1		4 Business core option		4 Elective		4	
Art and design history elective		4 Design option level 2		4			
MKTG 2201		4 Art and design elective		4			
		BUSN 1103 or EEAM 2000		1			
		16		17		8	0
Year 3							
Fall	Hours	Spring	Hours	Summer 1	Hours	Summer 2	Hours
Co-op		0 ORGB 3201		4 Business concentration elective course 2		4 Co-op	0
		Business concentration elective course 1		4 Elective		4	
		Design elective		4			
		ENGW 3314 or 3315		4			
		0		16		8	0
Year 4							
Fall	Hours	Spring	Hours				
Co-op		0 STRT 4501		4			
		ARTG 4550		4			
		Business concentration course		4			
		Elective		4			
		0		16			

Total Hours: 131