

Business of Art and Design (BA)

Business of Art and Design BA 2023-24

Year 1 Fall	Year 1 Spring	Year 2 Fall	Year 2 Spring	Year 3 Fall	Year 3 Spring	Year 4 Fall	Year 4 Spring
DSNA 112 2D Design I (BOAD, GD, MD, PI)	DSNA 122 2D Design II (BOAD, GD, MD)	BOAD 110 Design Thinking for Business	BOAD 275 Research and Data Analysis	BOAD 255 Accounting	BOAD 341 Finance	BOAD 452 Senior Capstone I	BOAD 453 Senior Capstone II
DSNA 114 Time Based Communication (BOAD, FILM, GD, MD, VR)	GDES 124 Intro to UI/UX	GDES 210 Design & Typography	BOAD 253 Economics for Art & Design	General Education Elective	Business Elective	Business Elective or INTE 301 Internship	Business Elective
BOAD 151 Introduction to Creative Business Management	BOAD 165 Creative Team Dynamics	BOAD 254 Principles of Marketing	BOAD 260 Project Management	BOAD 350 Entrepreneurship	BOAD 352 Strategic Planning	BOAD 330 Managing Human Resources for Creative Organizations	BOAD 361 International Management
LIBA 111 Contemporary Design Culture	ARTH 111 Development of Art & Ideas	LMST 282 Literature & Media Studies	Liberal Arts	Upper-Level Art History	Liberal Arts	Liberal Arts	Liberal Arts
WRIT 151 Writing Studio	WRIT 120 Professional Writing	General Education Elective	Studio or Art History Elective	Studio or Art History Elective	Studio or Art History Elective	Studio or Art History Elective	Studio or Art History Elective
Program Curriculum		General Education			Electives		120 Credit Hours
Color Key	First Year 9 hours 7.5%	Major Courses 60 hours 50%	Liberal Arts 24 hours 20%	General Education 6 hours 5%	Art & Design History 6 hours 5%	Studio or Art History Electives 15 hours 12.5%	

Degree Type

Bachelor of Arts

Statement of Purpose

The Business of Art and Design (BOAD) program exists to prepare students to be creative leaders who work at the intersection of art, design, and business. BOAD attracts students who are collaborators, blue-sky thinkers, and creative problem solvers. BOAD students learn how to inspire vision and purpose; manage people and projects; and are prepared to work on the business side of innovative organizations. Our students master traditional business skills while also being immersed in studio courses that allow them to experience and understand the creative process. In the classroom, BOAD students explore the essentials of business, such as: strategic planning, marketing, negotiations, entrepreneurship, production management, accounting, human resources, and economics. Inside and outside of our classes, BOAD students work across disciplines to learn how to manage and collaborate with artists and designers.

The curriculum emphasizes experiential learning to ensure that students are prepared for a wide range of business and entrepreneurial opportunities upon graduation. Graduates put their business skills to work within a wide range of creative industries, working in for-profit and nonprofit environments, in small studios and large corporations. Upon graduation, they pursue exciting opportunities as production assistants; creative project managers; marketing assistants; account coordinators; product managers; event planners; gallery assistants; or they create their own ventures. The BOAD undergraduate program provides the unique opportunity to combine hands-on studies in art, design, and creative business through classroom and studio training, experiential learning, internships, and independent studies.

Student Learning Outcomes

1. **Creative Business Mindset:** Students earning a Bachelor of Arts in Business of Art and Design will demonstrate the ability to use a critical and innovative thought process, which is reflective of creative analysis, data synthesis, and integration of relevant information.
 - a. **Research and Analysis:** Uses empirical and anecdotal data to support a declared position, argument, or recommendation as it relates to a problem, case, example, opportunity, and project execution.
 - b. **Concept:** Demonstrates innovation, ideation, concept iteration, and out-of-the-box creative thinking in concept development through to potential solutions and outcomes.
2. **Process Integration:** Students earning a Bachelor of Arts in Business of Arts and Design will demonstrate the ability to integrate strategic operational, financial, marketing, managerial, and organizational behavior principles of business with creativity, innovation, art, design, and multi-media elements.
 - a. **Business Operations:** Provides quantifiable elements to support business case.
 - b. **Financial Projections:** Demonstrates effective use and proficiency in the creation, reading, understanding and analysis of financial spreadsheets to support the business case.
 - c. **Marketing Strategy:** Uses both quantitative and qualitative methods to support business model case and industry adoption of concept.
3. **Creative Communication Solutions:** Students earning a Bachelor of Arts in Business of Art and Design will demonstrate the ability to develop creative communication solutions.
 - a. **Visual and Audio Communication:** Designs value-added communication strategies for products and services using effective audio and visual techniques.
 - b. **Written Communication:** Demonstrates effective and written storytelling techniques to detail business models that communicate across all disciplines to all stakeholders.
 - c. **Oral Communication:** Demonstrates significant ability in oral argument, defense of position and negotiating solutions.
4. **Professional Practice:** Students earning a Bachelor of Arts in Business of Art and Design will express a personal code of ethics that includes key principles of sustainability, defined as consideration for people, planet, and profit throughout 100 percent of classroom and experiential learning assignments.
 - a. **Sustainability:** Uses principles of socio-economic and environmental modeling in all aspects of creative business design through all four years of learning.
 - b. **Ethics:** Demonstrates an understanding of the differences between personal codes of ethics, professional codes of ethics and professional business practices.
5. **Leadership:** Students earning a Bachelor of Arts in Business of Art and Design will demonstrate a collaborative style of managing team process while maintaining strong leadership skills.
 - a. **Collaboration:** Provides direction, focused structure, communication, and ability to motivate multi-disciplinary project teams to full completion of team goals. Demonstrates an ability to understand, negotiate and assume different roles on a team.
 - b. **Team Management:** Provides results-oriented guidance to all team members to complete tasks at the highest level of performance using best practices. Demonstrates active listening, respect for other's opinions, and the ability to provide constructive feedback. Demonstrates the capacity for empathy for team members and clients. Demonstrates the capacity to be objective and assume the role of ombudsman in mediation of issues if called upon.
 - c. **Personal Brand:** Demonstrates a clear, creative, Personal Brand (PB) in 100 percent of written, oral, and media driven communication.

Business of Art and Design Curriculum

General Education Curriculum

Liberal Arts

Item #	Title	Credits
WRIT 151	Writing Studio	3
LIBA 111	Contemporary Design Culture	3
WRIT 120	Professional Writing	3
LMST 282	Literature & Media Studies	3
	Literature and Media Studies Elective	3
	Social and Behavioral Sciences Elective	3
	Scientific Practices Elective	3
	Arts and Humanities Elective	3

General Education

Item #	Title	Credits
	General Education Electives	3
	General Education Elective	3

Art and Design History

Item #	Title	Credits
ARTH 111	Development of Art & Ideas	3
	Art History Upper-Level Elective	3

Program Curriculum

Design Arts First Year Community

Item #	Title	Credits
DSNA 112	2D Design I (BOAD, GD, MD, PI)	3
DSNA 114	Time Based Communication (BOAD, FILM, GD, MD, VR)	3
DSNA 122	2D Design II (BOAD, GD, MD)	3

Business of Art and Design Major

Item #	Title	Credits
BOAD 151	Introduction to Creative Business Management	3
BOAD 165	Creative Team Dynamics	3
BOAD 110	Design Thinking for Business	3
GDES 124	Intro to UI/UX	3
GDES 210	Design & Typography	3
BOAD 253	Economics for Art & Design	3
BOAD 255	Accounting	3
BOAD 260	Project Management	3
BOAD 254	Principles of Marketing	3
BOAD 275	Research and Data Analysis	3
BOAD 330	Managing Human Resources for Creative Org.	3
BOAD 350	Entrepreneurship	3
BOAD 341	Finance	3
BOAD 352	Strategic Planning	3
BOAD 361	International Management	3
BOAD 452	Senior Capstone I	3
BOAD 453	Senior Capstone II	3

Business of Art and Design Electives

Item #	Title	Credits
BOAD 210	Personal and Freelance Finance	3
BOAD 230	Brand Strategy	3
BOAD 302	Negotiation and Relationship Management	3
BOAD 304	Legal Issues in Creative Industries	3
BOAD 355	Introduction to Business of Fine Art	3
BOAD 370	The Pitch	3
BOAD 420	Topics in Business	3
BOAD 425	Leadership in Creative Environments	3
BOAD 455	Exhibition Design and Management	3
ELEC 231	ART Network Studio Elective	3
ELEC 343	Design for Business	3
ELEC 350	Collaboratory	1-6
FILM 260	Brand Storytelling I	3
FILM 422	Business of Film	3
FILM 465	Business of Branded Entertainment	3
INTE 301	Internship Experience	1-12
SBSC 201	Organizing Innovation	3
SBSC 220	Consumer Culture & Behavior	3
SBSC 316	Ethics of Art and Design	3

Electives

Art and Design Electives

Five (5) Studio or Art History Electives.

Item #	Title	Credits
	Studio or Art History Elective	3
	Studio or Art History Elective	3
	Studio or Art History Elective	3
	Studio or Art History Elective	3
	Studio or Art History Elective	3
	Total Credits	120

Course Sequencing

Year 1 Fall

Item #	Title	Credits
DSNA 112	2D Design I (BOAD, GD, MD, PI)	3
DSNA 114	Time Based Communication (BOAD, FILM, GD, MD, VR)	3
BOAD 151	Introduction to Creative Business Management	3
LIBA 111	Contemporary Design Culture	3
WRIT 151	Writing Studio	3

Year 1 Spring

Item #	Title	Credits
DSNA 122	2D Design II (BOAD, GD, MD)	3
GDES 124	Intro to UI/UX	3
BOAD 165	Creative Team Dynamics	3
ARTH 111	Development of Art & Ideas	3
WRIT 120	Professional Writing	3

Year 2 Fall

Item #	Title	Credits
BOAD 110	Design Thinking for Business	3
GDES 210	Design & Typography	3
BOAD 254	Principles of Marketing	3
LMST 282	Literature & Media Studies	3
	General Education Elective	3

Year 2 Spring

Item #	Title	Credits
BOAD 275	Research and Data Analysis	3
BOAD 253	Economics for Art & Design	3
BOAD 260	Project Management	3
	Liberal Arts Elective	3
	Studio or Art History Elective	3

Year 3 Fall

Item #	Title	Credits
BOAD 255	Accounting	3
	General Education Elective	3
BOAD 350	Entrepreneurship	3
	Studio or Art History Elective	3
	Art History Upper-Level Elective	3

Year 3 Spring

Item #	Title	Credits
BOAD 341	Finance	3
	Business Elective	3
BOAD 352	Strategic Planning	3
	Liberal Arts Elective	3
	Studio or Art History Elective	3

Year 4 Fall

Item #	Title	Credits
BOAD 452	Senior Capstone I	3
	Business Elective or INTE 301	3
BOAD 330	Managing Human Resources for Creative Org.	3
	Liberal Arts Elective	3
	Studio or Art History Elective	3

Year 4 Spring

Item #	Title	Credits
BOAD 453	Senior Capstone II	3
	Business Elective	3
BOAD 361	International Management	3
	Liberal Arts Elective	3
	Studio or Art History Elective	3