

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

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%

**120 Credit
Hours**