

Bachelor of Arts in Business of Art and Design

First Year

DSNA 112 Drawing & 2D Design I

Introduction to drawing and two-dimensional design. Instruction in traditional media—pencil, pen, marker—and digital tools. Develop drawing skills through use of line, shape, value, and color. Focus on principles of design as applied to visual communication of concepts and ideas. Prerequisite(s): None.

DSNA 114 4D Design

An introduction to sequential design and time-based media. Students begin to explore how to create meaning and communicate ideas through time and sequence using various techniques including drawing, design, audio, video editing, and animation. Focus will be placed on transformation, timing, rhythm, and motion. Prerequisites/Corequisites: None.

DSNA 122 Drawing & 2D Design II

Drawing and 2D design with emphasis on visual ideation and communication. Focus on design techniques that emphasize physical and digital craft, integrated with drawing techniques that emphasize: ideation; iteration and visual exploration; communication of concepts. Expand process of communication problem-solving through research, design, and use of images and meaning. Prerequisite(s): DSNA 112.

GDES 124 Intro to Interactive Design

An introduction to the fundamentals of designing for web browsers and mobile devices. After an introduction to workflow and project management, students will use technology to effectively apply fundamental design tools including color, typography, imagery, composition, and conceptual thinking to create interactive projects and prototypes. Topics include understanding the user; content organization; navigation; usability and accessibility; interface design; website design and website production.

BOAD 110 Design Thinking for Business

Overview of creative strategies and design research methodologies. Introduction to Design Thinking and Business Design tools and methods used by entrepreneurs and creative leaders to create user-centered products and services. Prerequisite(s): None.

BOAD 151 Org. and Mgt. of Art & Design Business

Introduction to the evolution and practice of the core management functions of planning, organizing and leading complex organizations. Focus on the basic roles, skills and functions of management and management theories to for practical problems found in business organizations. Topics cover basic theories, principles, and concepts of organization and management through lectures and critical thinking exercises that incorporate art and design business case studies. Prerequisite(s): None

BOAD 165 Behavior of Creative Business Organizations

Introduction to the concepts of organizational behavior, organizational culture, and the nature of human behavior in creative organizations. Study, discern, and apply organizational behavior theory in the areas of individual differences, perception, motivation, personality, values, attitudes, team dynamics, and conflict; and their impact on creative businesses. Prerequisite(s): BOAD 151.

Second Year

BOAD 255 Accounting

Introduction to accounting and examination of external and internal financial reporting of enterprise management. Emphasis on the creation and analysis of financial information including the income

statement, balance sheet, statement of retained earnings, and statement of cash flows. Explores various accounting reports that impact managerial decision-making. Prerequisite(s): None.

BOAD 260 Project Management

Overview of characteristics, problems, techniques and methods of Project Management and a consideration of managerial decision-making in team environments using Program Evaluation and Review Techniques (PERT), Critical Path Method (CPM), and others. Management principles and practices are used to solve practical problems in creative, innovative organizations. Prerequisite(s): None.

GDES 210 Design & Typography

Introduction to principles and application of design and typography. Develop typographic fundamentals, layout, and compositional skills. Apply design process to visual communication problems. Develop solutions through analytical and intuitive approaches to problem solving. Prerequisite(s): None.

BOAD 253 Economics for Art & Design

Introduction to micro and macroeconomics with a focus on market forces and dynamics of the global creative sector. Utilizes case study methods to examine the many different expressions of the business of art and design, their economic impact and the opportunities created within the creative business sector. Prerequisite(s): None.

BOAD 254 Principles of Marketing

Introduction to the study of marketing. Topics include market orientation, customer value, customer satisfaction, target market, marketing environment, product development, pricing strategies, distribution channels, promotional strategies and tactics. Students develop a marketing plan for a client based semester-long team project. Prerequisite(s): None.

Third Year

BOAD 375 Statistics

Introduction to statistics with an emphasis on managerial applications, applied statistical methodologies, creative problem solving techniques, and how to think statistically using data as the basis for decision-making. Prerequisite(s): None.

BOAD 330 Managing Human Resources for Creative Org.

Study of the field of human resource management, including the functions of: strategic HR, HR planning, recruiting, staffing, training and development, compensation, benefits, labor relations, and performance management. Examination of contemporary human resources Issues and opportunities within creative organizations and art/design workplaces. Prerequisite(s): BOAD 151.

BOAD 350 Entrepreneurship

Study of the field and practice of entrepreneurship. Topics covered may include: decision processes to become a creative entrepreneur; development of successful business ideas; movement of ideas to entrepreneurial firm; growth and management of arts and creative enterprises. Exploration of entrepreneurship as a creative discipline that borrows from design thinking concepts, such as observing, opportunity recognition and ideation, prototyping/testing, and constant iteration, as a means of navigating the process of an entrepreneurial endeavor. Prerequisite(s): BOAD 151.

BOAD 341 Finance

Introduction to finance. Analysis of financial statements, time value of money, bond valuation, capital formation, working capital management, pro-forma development, budgeting, and management by the numbers for creative businesses, tax and legal implications. Prerequisite(s): BOAD 252.

BOAD 352 Strategic Planning

Study of the strategic planning process and building blocks, including: identification of objectives, internal and external analyses, business resources, performance metrics, and cultural and societal values. Analysis of successful strategies, and their corresponding short-and-long-term action plans, for creative and art/design businesses. Prerequisite(s): BOAD 250.

BOAD 361 International Management

Fundamental understanding of the strategic, operational, and behavioral aspects of managing across cultures. Topics may include: cultural values, diverse business customs and practices, international strategy development, global alliances and strategy implementation, international human resource management, leadership, and communication across cultures. Prerequisite(s): BOAD 151.

Fourth Year

BOAD 425 Leadership in Creative Environments

Study of concepts ranging from the interrelationship of trust and power to the situational and contextual aspects of leadership in creative organizations. Examination of leadership as ability to influence others in absence of positional power. Exploration of personal leadership styles and/or preferences in areas of: group dynamics; team building; problem-solving; conflict resolution. Prerequisite(s): BOAD 151.

BOAD 452 Senior Capstone I

Students develop and complete a professional thesis project that will help clarify and advance their career goals upon graduation. Prerequisite(s): Open to BOAD seniors only.

BOAD 453 Senior Capstone II

Students continue to develop and complete a professional thesis project that will help clarify and advance their career goals upon graduation. Prerequisite(s): BOAD 452 Senior Capstone I.