

# Business Administration and Communication Studies, BS

The combined major between business administration and communication studies provides students with a robust overview of business and communication studies. This combined major seeks to prepare students for career opportunities in growing industry markets such as public relations, marketing communications, and digital media.

## 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.

## University-Wide Requirements

All undergraduate students are required to complete the University-Wide 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	Personal Skill Development for Business	1
or COMM 1000	Communication Studies at Northeastern	
<b>Accounting</b>		
ACCT 1201	Financial Accounting and Reporting	4
<b>Business Statistics</b>		
MGSC 2301	Business Statistics	4
<b>Business Core Option 1</b>		
INTB 1203	International Business and Global Social Responsibility	4
or ORGB 3201	Organizational Behavior	
<b>Marketing</b>		
MKTG 2201	Introduction to Marketing	4
<b>Finance</b>		
FINA 2201	Financial Management	4
<b>Business Core Option 2</b>		
ACCT 2301	Managerial Accounting	4
or ENTR 2301	Innovation!	
or MISM 2301	Management Information Systems	
or SCHM 2301	Supply Chain and Operations Management	

## Business Concentration Required

A concentration is required and may be chosen from the following list:

- Accounting (p. )
- Entrepreneurship and New Venture Management (p. )
- Finance (p. )

- 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/>) (available only as a second concentration)
- Management (p. )
- Management Information Systems (p. )
- Marketing (p. )
- Marketing Analytics (<http://catalog.northeastern.edu/undergraduate/business/concentrations/marketing-analytics/>)
- Supply Chain Management (p. )

## Supporting Business Courses

Code	Title	Hours
<b>Mathematics</b>		
Complete one of the following:		4
MATH 1231	Calculus for Business and Economics	
MATH 1241	Calculus 1	
MATH 1251	Calculus and Differential Equations for Biology 1	
MATH 1340	Intensive Calculus for Engineers	
MATH 1341	Calculus 1 for Science and Engineering	
<b>Macroeconomics and Microeconomics</b>		
Complete one of the following:		4
ECON 1115	Principles of Macroeconomics	
ECON 1116	Principles of Microeconomics	
<b>Communication Studies Requirements</b>		
Code	Title	Hours
<b>Communication Studies Common Requirements</b>		
COMM 1101	Introduction to Communication Studies	4
COMM 1112	Public Speaking	4
or COMM 1113	Business and Professional Speaking	
or COMM 2301	Communication Research Methods	
<b>Foundation Course</b>		
Complete one of the following:		4
COMM 1210	Persuasion and Rhetoric	
COMM 1225	Communication Theory	
COMM 1231	Principles of Organizational Communication	
COMM 1255	Communication in a Digital Age	
<b>Cluster Course</b>		
Complete one of the following:		4
COMM 1131	Sex, Relationships, and Communication	
COMM 2303	Global and Intercultural Communication	
COMM 2304	Communication and Gender	
COMM 2501	Communication Law	
COMM 2551	Free Speech in Cyberspace	
<b>Writing-Intensive</b>		
Complete two of the following:		8
COMM 3200	Mobile Communication	

COMM 3201	Health Communication
COMM 3230	Interpersonal Communication
COMM 3304	Communication and Inclusion
COMM 3320	Political Communication
COMM 3414	Great Speakers and Speeches
COMM 3415	Communication Criticism
COMM 3445	Public Relations Principles
COMM 3501	Free Speech: Law and Practice
COMM 3530	Communication and Sexualities
COMM 3532	Theories of Conflict and Negotiation
COMM 3610	Communication, Politics, and Social Change
COMM 4535	Nonverbal Social Interaction
COMM 4605	Youth and Communication Technology
COMM 4631	Crisis Communication and Image Management

**Program Requirement**

128 total semester hours required

**Communication Studies Electives**

Complete three additional electives. Choose from any communication studies courses not used to satisfy requirements above or related electives outside of communication studies. 12

ARTF 2220	4D Fundamentals: Sequence and Drawing
ARTD 2360	Photo Basics
ARTD 2380	Video Basics
ARTD 3460	Photography 1
ARTD 3480	Video: Sound and Image
JRNL 1101	Journalism 1: Fundamentals of Reporting
JRNL 3425	Public Relations Principles
JRNL 3625	Public Relations Practice
JRNL 3610	Digital Storytelling and Social Media
JRNL 5311	Design for Storytelling
JRNL 5314	Video News Reporting and Producing
JRNL 5316	The Newsroom
MSCR 1230	Introduction to Film Production
MSCR 2302	Advertising and Promotional Culture

**Integrative Requirement**

Code	Title	Hours
<b>Integrative Course</b>		
MKTG 4504	Advertising and Brand Promotion	4
<b>Capstone</b>		
Complete one of the following:		4
STRT 4501	Strategy in Action	
COMM 4608	Strategic Communication Capstone	
COMM 4533	Consultation Skills	

**Business GPA Requirement**

Minimum 2.000 GPA in business courses required

**Communication Studies Major Grade Requirement**

No more than two grades below a C in communication studies courses may be used to satisfy degree requirements.