Business Administration and Design, BS

The combined major in business administration and design integrates the theory and practice of management through active learning and problem-driven research with the practice of understanding humans, their surrounding contexts and systems, and designing alternative futures. Students are well prepared through business foundations in accounting, innovation, marketing, management, and organizational behavior, with the opportunity to concentrate in a specific area of business.

The program also offers students a choice of design options: experience design, a holistic and integrative approach that focuses on the quality of the human experience in concrete situations; graphic design, the integration of text and image to communicate critical concepts; information design, the visualization and physicalization of data to enhance human understanding of complex knowledge; or interaction design, the creation of navigable interfaces and systems that allow audiences to take an active role to achieve meaningful goals.

Program Requirements

- Concentrations and course offerings may vary by campus and/or by program modality. Please consult with your advisor or admissions coach for the course availability each term at your campus or within your program modality.
- Certain options within the program may be *required* at certain campuses or for certain program modalities. Please consult with your advisor or admissions coach for requirements at your campus or for your program modality.

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 (https://catalog.northeastern.edu/undergraduate/university-academics/university-wide-requirements/).

NUpath Requirements

All undergraduate students are required to complete the NUpath Requirements (https://catalog.northeastern.edu/undergraduate/university-academics/nupath/).

Business Core Requirements

Code	Title	Hours
Introduction to College		
BUSN 1102	Personal Skill Development for Business	1
or ARTF 1000	Art and Design at Northeastern	
Mathematics		
Complete one of the following:		4
MATH 1231	Calculus for Business and Economics	
MATH 1241	Calculus 1	
MATH 1260	Math Fundamentals for Games	
Macroeconomics and Microeconomics		
ECON 1115	Principles of Macroeconomics	4
or ECON 1116	Principles of Microeconomics	

Business Requirements

Code	Title	Hours
Accounting		
ACCT 1201	Financial Accounting and Reporting	4
Business Statistics		
MGSC 2301	Business Statistics	4
International Business/Social Responsibility		
INTB 1203	International Business and Global Social Responsibility	4
Marketing		
MKTG 2201	Introduction to Marketing	4

Finance

FINA 2201	Financial Management	4
Organizational Behavior		
ORGB 3201	Organizational Behavior	4
Strategy in Action		
STRT 4501	Strategy in Action	4
Business Core Option		
Complete one of the following:		4
ACCT 2301	Profit Analysis for Managers and Advisors	
INNO 2301	Innovation!	
MISM 2301	Introduction to Information Systems and Digital Technologies	
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

One concentration is required. A second concentration is optional.

- Accounting (https://catalog.northeastern.edu/undergraduate/business/concentrations/accounting/)
- Accounting and Advisory Services (https://catalog.northeastern.edu/undergraduate/business/concentrations/accounting-advisory-services/)
- Brand Management (https://catalog.northeastern.edu/undergraduate/business/concentrations/brand-management/)
- Business Analytics (https://catalog.northeastern.edu/undergraduate/business/concentrations/business-analytics/)
- Corporate Innovation (https://catalog.northeastern.edu/undergraduate/business/concentrations/corporate-innovation/)
- Entrepreneurial Startups (https://catalog.northeastern.edu/undergraduate/business/concentrations/entrepreneurial-startups/)
- Family Business (https://catalog.northeastern.edu/undergraduate/business/concentrations/family-business/)
- Finance (https://catalog.northeastern.edu/undergraduate/business/concentrations/finance/)
- Fintech (https://catalog.northeastern.edu/undergraduate/business/concentrations/fintech/)
- Healthcare Management and Consulting (https://catalog.northeastern.edu/undergraduate/business/concentrations/healthcare-management-consulting/)
- International Business (https://catalog.northeastern.edu/undergraduate/business/concentrations/international-business/) (available only as a second concentration)
- Management (https://catalog.northeastern.edu/undergraduate/business/concentrations/management/)
- Management Information Systems (https://catalog.northeastern.edu/undergraduate/business/concentrations/management-information-systems/)
- Marketing (https://catalog.northeastern.edu/undergraduate/business/concentrations/marketing/)
- Marketing Analytics (https://catalog.northeastern.edu/undergraduate/business/concentrations/marketing-analytics/)
- Social Innovation and Entrepreneurship (https://catalog.northeastern.edu/undergraduate/business/concentrations/social-innovation-entrepreneurship/)
- Supply Chain Management (https://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
Art + Design Fundamentals Required		
ARTF 1220	Elements of Visual Composition (with optional ARTF 1221)	2
Art + Design Fundamentals Electives		
Complete three of the following:		6
ARTF 1200	Representational Drawing	
ARTF 1210	Abstract Drawing	
ARTF 1230 and ARTF 1231	Making with Form and Materials and Making with Form and Materials Tools	
ARTF 1240 and ARTF 1241	Making with Video, Sound, and Animation and Making with Video, Sound, and Animation Tools	

ARTF 1250 and ARTF 1251	Designing Interactive Experiences and Designing Interactive Experiences Tools	
Design Required		
ARTG 1001 and ARTG 1002	Design Perspectives: An Introduction to Design in the World and Seminar for Design Perspectives	4
ARTG 1270 and ARTG 1271	Design: Process + Practices and Studio for Design: Process + Practices	4
ARTG 1290 and ARTG 1291	Typographic Systems and Studio for Typographic Systems	4
ARTG 2262 and ARTG 2263	Prototyping with Code and Lab for ARTG 2262 (or ARTG Design Elective) [1]	4
Art + Design History Elective		
Complete any one ARTH course. ARTH 1001 Visual Intelligence and ARTH 1002 Seminar in Visual Intelligence is recommended to fulfill this requirement.		4
Art + Design Elective		
Complete any one ARTD, ARTE, ARTF (4 SH), ARTG, ARTH, ARTS, or GAME course for which prerequisites have been met.		4
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

[1]   For students interested in the PlusOne in Information Design and Data Visualization, speak with an advisor about an alternative course option to Prototyping with Code (ARTG 2262) and Lab for ARTG 2262 (ARTG 2263).

Design Option

Code	Title	Hours
Complete one of the following options:		8
Experience Design Option		
ARTG 3462	Experience Design Principles	
ARTG 3464	Topics In Experience Design Inquiry	
Graphic Design Option		
ARTG 2252	Graphic Design Principles	
ARTG 3452	Topics In Graphic Design Inquiry	
Information Design Option		
ARTG 2242	Information Design Principles	
ARTG 3444	Topics in Information Design Inquiry	
Interaction Design Option		
ARTG 2400	Interaction Design Principles (with optional ARTG 2401)	
ARTG 3400	Topics In Interaction Design Inquiry	

[2]   For students interested in the PlusOne in Information Design and Data Visualization, speak with an advisor about an alternative course option to Topics in Information Design Inquiry (ARTG 3444).

Integrative Course

Code	Title	Hours
Note: Integrative course is required above.		
ARTG 4550	Design Degree Project	

Business GPA Requirement

A minimum 2.000 GPA in business courses is required.

Business Cooperative Education

Complete one cooperative education experience.

Program Requirement

128 total semester hours required

Plan of Study
Sample Plan of Study: Four Years, Two Co-ops in Summer 2/Fall

Year 1

Fall	Hours	Spring	Hours	Summer 1	Hours	Summer 2	Hours
ACCT 1201	4	ARTG 1270 and ARTG 1271	4	ARTG 1290 and ARTG 1291	4	ARTF elective 2	2
ARTF 1220 (with optional ARTF 1221)	2	ECON 1115 or 1116	4	Elective	4	ARTF elective 3	2
ARTF elective 1	2	MGSC 2301	4			Elective	4
ARTG 1001 and ARTG 1002	4	MATH elective	4				
BUSN 1102 or ARTF 1000	1						
ENGW 1111	4						
	17		**16**		**8**		**8**

Year 2

Fall	Hours	Spring	Hours	Summer 1	Hours	Summer 2	Hours
ARTG 2262 and ARTG 2263	4	BUSN 1103 or EEAM 2000	1	FINA 2201	4	Co-op	0
INTB 1203	4	ARTH elective	4	Elective	4		
MKTG 2201	4	Business concentration introductory course	4				
Design option level 1	4	Business core option	4				
		Design option level 2	4				
	16		**17**		**8**		**0**

Year 3

Fall	Hours	Spring	Hours	Summer 1	Hours	Summer 2	Hours
Co-op	0	ENGW 3314 or 3315	4	Business concentration elective 2	4	Co-op	0
		ORGB 3201	4	Elective	4		
		A+D elective	4				
		Business concentration elective 1	4				
	0		**16**		**8**		**0**

Year 4

Fall	Hours	Spring	Hours
Co-op	0	ARTG 4550	4
		STRT 4501	4
		Business concentration	4
		Elective	4
	0		**16**

Total Hours: 130