

# 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.

## Universitywide Requirements

All undergraduate students are required to complete the Universitywide 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 or COMM 1000	Personal Skill Development for Business Communication Studies at Northeastern	1
<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 or ORGB 3201	International Business and Global Social Responsibility Organizational Behavior	4
<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 or ENTR 2301 or MISM 2301 or SCHM 2301	Managerial Accounting Innovation! Management Information Systems Supply Chain and Operations Management	4

## Business Concentration Required

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

- Accounting (<http://catalog.northeastern.edu/undergraduate/business/concentrations/accounting/>)
- Accounting and Advisory Services (<http://catalog.northeastern.edu/undergraduate/business/concentrations/accounting-advisory-services/>)
- Brand Management (<http://catalog.northeastern.edu/undergraduate/business/concentrations/brand-management/>)
- Business Analytics (<http://catalog.northeastern.edu/undergraduate/business/concentrations/business-analytics/>)
- Corporate Innovation (<http://catalog.northeastern.edu/undergraduate/business/concentrations/corporate-innovation/>)
- Entrepreneurial Startups (<http://catalog.northeastern.edu/undergraduate/business/concentrations/entrepreneurial-startups/>)
- Family Business (<http://catalog.northeastern.edu/undergraduate/business/concentrations/family-business/>)
- Finance (<http://catalog.northeastern.edu/undergraduate/business/concentrations/finance/>)
- Fintech (<http://catalog.northeastern.edu/undergraduate/business/concentrations/fintech/>)
- 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 (<http://catalog.northeastern.edu/undergraduate/business/concentrations/management/>)
- Management Information Systems (<http://catalog.northeastern.edu/undergraduate/business/concentrations/management-information-systems/>)
- Marketing (<http://catalog.northeastern.edu/undergraduate/business/concentrations/marketing/>)
- Marketing Analytics (<http://catalog.northeastern.edu/undergraduate/business/concentrations/marketing-analytics/>)
- Social Innovation and Entrepreneurship (<http://catalog.northeastern.edu/undergraduate/business/concentrations/social-innovation-entrepreneurship/>)
- Supply Chain Management (<http://catalog.northeastern.edu/undergraduate/business/concentrations/supply-chain-management/>)

## 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	

## Communication Studies Requirements

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 3500	Environmental Issues, Communication, and the Media	
COMM 3501	Free Speech: Law and Practice	

COMM 3530	Communication and Sexualities
COMM 3532	Theories of Conflict and Negotiation
COMM 4535	Nonverbal Social Interaction
COMM 4605	Youth and Communication Technology
COMM 4631	Crisis Communication and Image Management

**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	Movement and Time
ARTD 2360	Introduction to Photography
ARTD 2380	Video Basics
ARTD 3460	Photography: Concept + Process
ARTD 3480	Video: Sound and Image
JRNL 1101	Journalism 1: Fundamentals of Reporting
JRNL 3425	Public Relations Principles
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

**Business Cooperative Education Requirement**

Complete one six-month co-op experience.

**Communication Studies Major Grade Requirement**

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

**Program Requirement**

128 total semester hours required

**Plan of Study**

**Sample Four Years, Two Co-ops**

Year 1							
Fall	Hours	Spring	Hours	Summer 1	Hours	Summer 2	Hours
BUSN 1102 or COMM 1000		1 COMM 1112, 1113, or 2301		4 Communication studies elective		4 Elective	4
ACCT 1201		4 MGSC 2301		4 NUpath course		4 Elective	4
ENGW 1111		4 Communication studies foundation course		4			
COMM 1101		4 MKTG 2201		4			
MATH 1231		4					
		17			16		
						8	8

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<b>Year 2</b>							
<b>Fall</b>	<b>Hours</b>	<b>Spring</b>	<b>Hours</b>	<b>Summer 1</b>	<b>Hours</b>	<b>Summer 2</b>	<b>Hours</b>
FINA 2201		4 COOP 3945		0 COOP 3945		0 Elective	4
BUSN 1103 or EEAM 2000		1				Elective	4
Business core option		4					
Communication studies cluster course		4					
ECON 1115 or 1116		4					
		17		0		0	8
<b>Year 3</b>							
<b>Fall</b>	<b>Hours</b>	<b>Spring</b>	<b>Hours</b>	<b>Summer 1</b>	<b>Hours</b>	<b>Summer 2</b>	<b>Hours</b>
Business core option 1		4 COOP 3945		0 COOP 3945		0 Communication studies elective	4
MKTG 4504		4				NUpath course	4
Communication studies writing-intensive 1		4					
Concentration course		4					
		16		0		0	8
<b>Year 4</b>							
<b>Fall</b>	<b>Hours</b>	<b>Spring</b>	<b>Hours</b>				
Concentration course		4 Concentration course		4			
Communication studies writing-intensive 2		4 COMM 4608, STRT 4501, or COMM 4533		4			
Communication studies elective		4 COMM 3409, ENGW 3304, ENGW 3314, or ENGW 3315		4			
Concentration course		4 Elective		4			
		16		16			

Total Hours: 130