

Business of Art and Design BA 2026-27

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, CT, GD, MD)	DSNA 122 2D Design II (BOAD, CT, GD, MD)	BOAD 253 Economics for Art & Design	BOAD 275 Research and Data Analysis	Business Elective	Finance Elective	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	General Education Elective	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	Open 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	Art and Design 15 hours 12.5%	Major Courses 51 hours 42.5%	Liberal Arts 24 hours 20%	General Education 6 hours 5%	Art & Design History 6 hours 5%	Open Elective 3 hours 2.5%	Studio or Art History Electives 15 hours 12.5%
120 Credit Hours							