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Design Management Bachelor of Business Administration Degree (B.B.A.)

PROGRAM LEARNING OBJECTIVES 

Course Requirements

MAJOR CORE COURSES

Semester credits

DES3310 Design Management I

3

Introduces Design Management concepts. This course covers the major principles of successful management of the people, projects, processes, and procedures behind the design of our everyday products, services, environments, and experiences.

Prerequisite: GRD2234 or INT2250

DES3350 Design Management II: Managing Creative Organizations

3

Continues the introduction of Design Management concepts through the lens of design business strategy. This course covers three main foundation components in the design industry: balancing creativity (positioning, brand development), profitability (business finance), and leadership (team management).

Prerequisite: DES3310

DES3390 Contract Administration

3

Outlines the essential business activities and relationships between the designer, owners, and contractors/subcontractors during the phases of a project. Students learn methods and procedures for managing the competitive bid process, actual construction, FF&E procurement and installation, and post-occupancy reporting.

Prerequisite: DES3350

DES4400 Design Management III: Project Management

3

Provides an overview of project management concepts related to the various phases of an interior design project. This course examines the application of project management concepts from project initiation through post-occupancy and close-out.

Prerequisite: DES3350

DES4410 Career Management

3

Explores job requirements, development opportunities, and strategies for successful career management. This course covers resume writing, interviewing, and the importance of professionalism. Students prepare the documents needed to pursue job opportunities in interior design, including a professional design portfolio.

Prerequisite: DES3350

DES4461 Design Management IV: Capstone

3

Provides a capstone learning experience. Students develop a comprehensive interior design project proposal/management plan incorporating all the skills and knowledge developed throughout their course of study in design management.

Prerequisite: DES4400

DES4483 Internship	3
Provides a field-based internship experience. Students work for an interior design/architecture firm under the direction of a mentor who provides necessary guidance to meet job requirements and develop career/professional skills. Students meet with an instructor each week to assess/evaluate their programs. Prerequisite: Departmental permission	
MGT2220 Principles of Management	3
Examines operational theories of management under the functions of planning, organizing, staffing, directing, and controlling. Emphasizes the manager's role in creating and maintaining an internal environment for performance. Students discuss cases in detail. Prerequisite: BUS1101	
MGT2240 Human Resources and Organizational Behavior	3
Examines the knowledge and skills needed to identify, grow, and sustain organizational talent within the context of organization behavior. Students learn about recruitment, talent development, motivation, teamwork, compensation, performance, rewards and recognition, safety, relevant laws, and cultural concerns. Prerequisite: MGT2220	
MKT2220 Principles of Marketing	3
Provides an introduction to the fundamental principles and practices in the marketing process. Provides a detailed study of each marketing mix tool (product, price, place, promotion) along with an introduction to marketing research and consumer behavior.	
Select Interior Design or Graphic Design Specialization Courses below*	48

LIBERAL ARTS AND SCIENCE CORE COURSES

ENG1105 Writing and Research	3
An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision and strengthen their understanding and application of grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.	
ENG2205 Writing Through Literature	3
Further develops the writing, reading, and interpretive abilities introduced in ENG1105 through critical engagement with literary texts from a myriad of genres. Prerequisite: ENG1105	
ENG3315 Advanced Writing	3
Explores a wide variety of professional and creative writing modes, from personal profiles to blogging and beyond. Students build their reading, writing, and researching skills while reinforcing the fundamental concepts and current developments associated with the areas of their respective majors. Prerequisite: ENG2205	
HUM2225 Introduction to Ethics	3
Introduces the study of ethics and moral philosophy, including its historical development, the major figures within that history, and ethical and moral issues that face us today. This course presents the ideas of great thinkers throughout history and encourages students' own thinking on various ethical and moral issues.	
MAT2215 Statistics I	3
Introduces statistical methods and procedures. Students become acquainted with the collection, analysis, and presentation of quantitative data. Topics include basic concepts of probability, frequency distributions, binomial distributions, sampling theory, hypothesis testing, and regression and correlation.	
SOC1123 Psychology of Adjustment	3

Explores the psychological principles involved in coping with the challenges of moving through changes in life stages and life circumstances. Topics include stress management, communication, time management, healthy relationships, positive thinking, conflict management, and balancing home, education, and work.

SOC2231 Human Relations 3

Students will develop the interpersonal skills known to be key ingredients for successful everyday interactions with a focus on the challenges of workplace relationships involving coworkers, supervisors, and customers/clients. Some major skill areas covered in the course include making a good impression with your employer, managing conflict with difficult coworkers, working on a team with diverse groups of people, providing exceptional service for customers/clients, and managing on-the-job stressors.

SOC3350 Psychology of Design 3

Introduces the role and value of design in our lives. We create the environments in which we live and are greatly influenced by them. Our choices are often an unconscious desire to express or validate certain personal and social identities. In this course, students think, experience, research, discuss, and create.

English Elective 3

Humanities Elective 3

Liberal Arts Electives** 6

Mathematics/Science Elective 3

Science Elective 3

120 SEMESTER CREDIT HOURS REQUIRED FOR GRADUATION

*DESIGN SPECIALIZATION: INTERIOR DESIGN

INT1100 Architectural Visualization	3
INT1110 Sketching and Color Composition	3
INT1120 Studio I: Conceptual Design	3
INT1150 CAD I	3
INT1160 Studio II: Space Planning	3
INT1170 History of Architecture and Interior Design I	3
INT2200 CAD II	3
INT2220 Studio III: Residential I	3
INT2230 Materials, Textiles, and Finishes	3
INT2240 History of Architecture and Interior Design II	3
INT2250 Studio IV: Commercial I	3
INT2260 Architectural Construction and Methods I	3
INT2290 Lighting	3
INT3310 Building Codes and Regulations	3
INT3350 Architectural Construction and Methods II	3

INT3370 CAD III: Working Drawings	3
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OR

*DESIGN SPECIALIZATION: GRAPHIC DESIGN

GRD1100 Graphic Design Principles I	3
GRD1105 Painting I	3
GRD1120 3D Design and Modeling	3
GRD1130 Digital Page Layout	3
GRD1170 Drawing I	3
GRD1190 Typography I	3
GRD2200 Graphic Design Principles II	3
GRD2210 Graphic Design in Visual Culture	3
GRD2226 Professional Development Seminar	3
GRD2230 Digital Photography and Creative Media	3
GRD2233 Web Design I	3
GRD2234 Web Design II	3
GRD2235 Web Design III	3
GRD2290 Typography II	3
GRD3330 Digital Filmmaking	3
GRD3360 Packaging Design I	3

**12 credits of Liberal Arts Electives must be at the 3000/4000 level. Interior Design Specialization students must select an English Elective and a Social Science Elective to meet the Liberal Arts Electives requirement.

This program requires students in the Graphic Design Specialization to obtain specific supplies, the cost of which totals approximately \$125.00. This program also requires students in the Interior Design Specialization to obtain specific supplies, the cost of which totals approximately \$200.00. Detailed, itemized information describing the required supplies and listing typical prices for each such item is available at BerkeleyStore.BerkeleyCollege.edu and/or BerkeleyCollege.edu/gainful-employment/bba_design_management_nj_statistics.htm.

SAMPLE PROGRAM SEQUENCE - Interior Design Specialization 

SAMPLE PROGRAM SEQUENCE - Graphic Design Specialization 

B.B.A., Design Management New Jersey Program Statistics 