

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

SAMPLE PROGRAM SEQUENCE

	Qtr. hrs.	credit		Qtr. hrs.	credit
FIRST QUARTER			SEVENTH QUARTER		
DES100	Introduction to Design Management.....	4	DES302	Design Management III: Project Management.....	4
GRD100	Graphic Design Principles I.....	4	GRD220	Communications Design Seminar Series.....	4
CIS115	Computer Applications	4	MAT211	College Algebra.....	4
GEC123	Introduction to Applied Psychology.....	4	MKT241	Consumer Behavior.....	4
SECOND QUARTER			EIGHTH QUARTER		
DES201	Design Management II: Managing Creative Organizations	4	GRD230	Photography I.....	4
BUS100	Business Organization and Management	4	MKT223	Digital and Social Media Strategy	4
ENG105	Expository Writing	4	SOC231	Human Relations in the Workforce.....	4
	General Education Core Mathematics/ Science Elective	4		Social Science Elective	4
THIRD QUARTER			NINTH QUARTER		
GRD110	Raster and Vector Graphics	4	GRD233	Web Design I	4
BUS226	Career Management Seminar	2	ENG315	Writing for the Workplace.....	4
CIS212	Multimedia and Business Presentations	2		Mathematics/Science Elective	4
ENG106	Writing Through Literature.....	4		GRD Elective**	4
	General Education Core Humanities Elective	4	TENTH QUARTER		
FOURTH QUARTER			GRD395	Branding.....	4
GRD120	3D Design.....	4		Mathematics/Science Elective	4
GRD190	Typography I.....	4		GRD Elective**	4
ACC110	Fundamentals of Accounting for Managers.....	4	ELEVENTH QUARTER		
MGT220	Principles of Management	4	DES461	Design Track IV: Capstone	4
FIFTH QUARTER			LAW450	Intellectual Property	4
GRD200	Graphic Design Principles II.....	4		Humanities Elective.....	4
BUS231	Business Law I	4	TWELFTH QUARTER		
ENG265	Business Communication	4	GRD483	Internship	4
MAT212	Mathematics with Business Applications	4		Humanities Elective.....	4
SIXTH QUARTER				Social Science Elective	4
GRD210	Graphic Design in Visual Culture.....	4	180 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION		
ENG115	Public Speaking	4	*16 Liberal Arts credits must be at the 300/400 level.		
MKT220	Principles of Marketing	4	**GRD Electives (Choice of 2):		
MGT231	Organizational Behavior	4	GRD400	Animation Foundation	
			GRD415	Advertising Design	
			GRD420	Introduction to Game Design	
			GRD470	Special Topics	

Not all programs and courses are offered at all locations. You may be required to take some courses at another location or online.

For more information about Berkeley College graduation rates, the median debt of students who completed programs, and other important disclosures, please visit BerkeleyCollege.edu/disclosures/bba_design_management_nj_statistics.htm.