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

SAMPLE PROGRAM SEQUENCE

<table>
<thead>
<tr>
<th>FIRST SEMESTER</th>
<th>Semester Credits</th>
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<tbody>
<tr>
<td>GRD1100 Graphic Design Principles I</td>
<td>3</td>
</tr>
<tr>
<td>GRD1170 Drawing I</td>
<td>3</td>
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<tr>
<td>GRD1120 3D Design and Modeling</td>
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</tr>
<tr>
<td>ENG1105 Writing and Research</td>
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<tr>
<td>SOC1123 Psychology of Adjustment</td>
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<thead>
<tr>
<th>SECOND SEMESTER</th>
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<tbody>
<tr>
<td>GRD1105 Painting I</td>
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<tr>
<td>GRD1130 Digital Page Layout</td>
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<tr>
<td>GRD1190 Typography I</td>
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<tr>
<td>MAT2215 Statistics I</td>
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<tr>
<td>ENG2205 Writing Through Literature</td>
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<tr>
<th>THIRD SEMESTER</th>
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<tbody>
<tr>
<td>GRD2200 Graphic Design Principles II</td>
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<tr>
<td>GRD2210 Graphic Design in Visual Culture</td>
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<tr>
<td>GRD2230 Digital Photography and Creative Media</td>
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<tr>
<td>GRD2233 Web Design I</td>
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<tr>
<td>SOC2231 Human Relations</td>
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<tr>
<th>FOURTH SEMESTER</th>
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<tbody>
<tr>
<td>GRD2226 Professional Development Seminar</td>
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<tr>
<td>GRD2234 Web Design II</td>
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<td>GRD2290 Typography II</td>
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<tr>
<td>HUM2225 Introduction to Ethics</td>
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<tr>
<td>Mathematics/Science Elective</td>
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<tr>
<th>FIFTH SEMESTER</th>
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<tbody>
<tr>
<td>DES3310 Design Management I</td>
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<tr>
<td>MGT2220 Principles of Management</td>
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<tr>
<td>GRD2235 Web Design III</td>
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<td>GRD3330 Digital Filmmaking</td>
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<td>GRD3360 Packaging Design I</td>
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<tr>
<th>SIXTH SEMESTER</th>
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<tr>
<td>DES3350 Design Management II: Managing Creative Organizations</td>
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<tr>
<td>MGT2240 Human Resources and Organizational Behavior</td>
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<tr>
<td>ENG3315 Advanced Writing</td>
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<tr>
<td>Humanities Elective</td>
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<tr>
<td>Liberal Arts Elective</td>
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<thead>
<tr>
<th>SEVENTH SEMESTER</th>
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<tbody>
<tr>
<td>DES3390 Contract Administration</td>
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<tr>
<td>DES4400 Design Management III: Project Management</td>
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<tr>
<td>MKT2220 Principles of Marketing</td>
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<tr>
<td>Liberal Arts Elective</td>
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<td>Science Elective</td>
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<tr>
<th>EIGHTH SEMESTER</th>
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<tbody>
<tr>
<td>DES4461 Design Management IV: Capstone</td>
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<td>DES4483 Internship</td>
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<td>SOC3350 Psychology of Design</td>
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<tr>
<td>DES4410 Career Management</td>
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<tr>
<td>English Elective</td>
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120 SEMESTER CREDITS
REQUIRED FOR GRADUATION

NOTE: 12 credits of Liberal Arts Electives must be at the 3000/4000 level.

This program requires students in the Graphic Design Specialization to obtain specific supplies, the cost of which totals approximately $125.00. 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.

Under certain circumstances the need to take developmental College Skills courses may lengthen the time required to complete the student’s program, and may result in increased costs to a student.

Not all programs and courses are offered at all campuses. You may be required to take some courses at another campus 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/gainful-employment/bba_design_management_nj_statistics.htm.