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

Course Requirements

MAJOR COURSES	Qtr. hrs. credit
DES100 Introduction to Design Management	4

This course introduces the field of design management. There is emphasis on the incorporation of business principles into the fields of graphic design and interior design.

DES201 Design Management II: Managing Creative Organizations	4

This course provides an introduction to managing the creative process within corporate and entrepreneurial organizations.

DES302 Design Management III: Project Management	4

This course introduces the project management process in graphic design and interior design.

DES461 Design Management IV: Capstone	4

Students will develop and present an innovative project as their capstone project.

DES483 Internship	4

This course allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisites: BUS226 and departmental approval

Select either the Interior Design Specialization or the Graphic Design Specialization below*	48

BUSINESS COURSES	
ACC110 Fundamentals of Accounting for Managers	4

Covers basic financial accounting elements, definitions, and statements. Students learn how to read and understand financial statements and how to use them in making financial business decisions.

BUS100 Business Organization and Management	4

Explores the nature and scope of business, examines its component parts, and describes how businesses are organized and managed. Students will learn about the various internal and external forces that comprise our business and economic system.

BUS226 Career Management Seminar	2

Explores career development opportunities and strategies. Stresses entry-level job requirements and upward career

paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection and compiling a professional ePortfolio.

BUS231 Business Law I   4

Provides students with detailed knowledge of the laws relating to contracts, commerce, property, sales, negotiable instruments, and employment. Students develop an awareness of business situations requiring legal counsel and a familiarization with the overall structure of the legal system.

CIS115 Computer Applications   4

An introduction to computer technology with an emphasis on applications. Students learn how to use software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College's computer framework, which includes Blackboard, content collection, and portfolio development.

CIS212 Multimedia and Business Presentations   2

Focuses on enhancing business communications via the growing areas of electronic communication. Students learn to develop, design, and deliver oral presentations using multimedia and online data services. Practice sessions and videotape feedback provide additional insight into presentation style and effectiveness.

Prerequisite: CIS115

LAW450 Intellectual Property   4

Includes the study of each field of law that typically falls under the umbrella of intellectual property, including trademarks, copyrights, patents, trade secrets, and unfair competition. The methods by which each is created, procedures to register or protect each, duration of rights, protection from infringement, and new and international developments will be discussed for each of the intellectual property fields.

Prerequisites: LAW100 or BUS231

MGT220 Principles of Management   4

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: BUS100 or prior approval

MGT231 Organizational Behavior   4

Examines organizational theory and development, corporate culture, factors facilitating or inhibiting organizational change, power, and politics. Students develop an understanding of how these components of organizational behavior may be directed in order to maximize organizational effectiveness.

Prerequisite: MGT220

MKT220 Principles of Marketing   4

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.

MKT223 Digital and Social Media Strategy 4

Explores current and emerging forms of digital media, and how to leverage them to build brands and engage customers. Students will evaluate digital media against communication and marketing objectives, and develop effective media plans.

Prerequisite: MKT220

MKT241 Consumer Behavior 4

Introduction to the nature and determinants of consumer behavior. Primary emphasis is placed on developing an understanding of psychological characteristics (needs and personality) that influence and shape consumer purchase decisions.

Prerequisite: MKT220

LIBERAL ARTS COURSES**
ENG105 Expository Writing 4

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.

ENG106 Writing Through Literature 4

Strengthens the writing, reading, and interpretive abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of various works of literature, and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

ENG115 Public Speaking 4

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite: ENG106

ENG265 Business Communication 4

Explores the communication strategies and techniques needed for success in the workplace. Students write, revise, and edit business documents; learn techniques for organizing information; and practice the effective use of oral communication skills in business and professional settings.

Prerequisite: ENG106

ENG315 Writing for the Workplace 4

Explores a wide variety of professional and creative writing modes, from personal profiles to blogging and beyond. Students will build their reading, writing, and researching skills, while reinforcing the fundamental concepts and current developments associated with the areas of their respective

majors.

Prerequisite: ENG106

GEC123 Introduction to Applied Psychology 4

A required course for first-quarter students that examines basic psychological concepts which can be helpful in adjusting to the college experience. Some of the subtopics covered include stress management, academic challenges, communication skills, time management, healthy relationships, positive thinking, conflict management, and balancing home/college/work.

MAT211 College Algebra 4

Introduces students to solving problems by using geometric and algebraic approaches and appropriate technology. Topics include the Cartesian coordinate system, linear equations, absolute value, rational and exponential functions, systems of linear equations, and linear inequalities.

Prerequisite: CSK099 or placement

MAT212 Mathematics with Business Applications 4

Introduces students to the personal use of mathematics and the applications for various business disciplines including accounting, fashion marketing and management, financial services, and marketing. Explores the business applications of linear functions, quadratics functions, and systems of linear equations. Emphasis will be placed on the use of Excel to solve real-world business problems.

Prerequisite: CSK099 or placement

SOC231 Human Relations in the Workforce 4

Students will develop the interpersonal skills known to be key ingredients for successful everyday interactions with coworkers, supervisors, and customers/clients at any work environment. 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.

Mathematics/Science Electives 8

Social Science Electives 8

Humanities Electives 8

General Education Core Humanities Elective 4

General Education Core Mathematics/Science Elective 4

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180 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION

In the final quarter most on-site courses are offered only during the late afternoon and early evening so as not to interfere with internships.

DESIGN SPECIALIZATION: INTERIOR DESIGN*

INT100 Studio I: Architectural Visualization 4

INT150 CAD I 4

INT160 Studio III: Space Planning	4
INT200 CAD II	4
INT230 Materials, Textiles, and Finishes	4
INT240 Studio V: Residential I	4
INT250 Studio VI: Commercial I	4
INT260 Architectural Construction and Methods I	4
INT310 Building Codes and Regulations	4
INT335 Contract Administration	4
INT350 Architectural Construction and Methods II	4
INT370 CAD IV: Working Drawings	4

OR

DESIGN SPECIALIZATION: GRAPHIC DESIGN*

GRD100 Graphic Design Principles I	4
GRD110 Raster and Vector Graphics	4
GRD120 3D Design	4
GRD190 Typography I	4
GRD200 Graphic Design Principles II	4
GRD210 Graphic Design in Visual Culture	4
GRD220 Communications Design Seminar Series	4
GRD230 Digital Photography I	4
GRD233 Web Design I	4
GRD395 Branding	4
Electives (Choice of 2):	8
GRD400 Animation Foundations	
GRD415 Advertising Design	
GRD420 Introduction to Game Design	
GRD470 Special Topics	

**16 Liberal Arts credits must be at the 300/400 level.

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