Business of Art and Design Bachelor of Arts Courses

First Year

**DSNA 112 Drawing & 2D Design I**
Course Code: DSNA 112
Credit Hours: (0,6,3,3)
Description: Introduction to drawing and two-dimensional design. Instruction in traditional media—pencil, pen, marker—and digital tools. Develop drawing skills through use of line, shape, value, and color. Focus on principles of design as applied to visual communication of concepts and ideas. Prerequisite(s): None.

**DSNA 113 Drawing & 3D Design I**
Course Code: DSNA 113
Credit Hours: (0,6,3,3)
Description: Introduction to drawing and 3D design. Learn traditional media: paper; cardstock; cardboard. Use digital design tools to develop modeling skills and understanding of mass, space, and texture. Apply principles of design to understanding forms and spaces. Prerequisite(s): None.

**BOAD 151 Org. and Mgt. of Art & Design Business**
Course Code: BOAD 151
Credit Hours: (3,0,3,6)
Description: Introduction to the evolution and practice of the core management functions of planning, organizing and leading complex organizations. Focus on the basic roles, skills and functions of management and management theories as approaches for practical problems found in business organizations. Topics cover basic theories, principles, and concepts of organization and management through lectures and critical thinking exercises that incorporate art and design business case studies. Prerequisite(s): None.

**LIBA 111 Contemporary Design Culture**
Course Code: LIBA 111
Credit Hours: (0,6,3,3)
Description: Survey of contemporary design culture. Explores how the interplay of artists, designers, and thinkers with technological and economic forces has created the look and feel of the objects and practices that continue to shape our culture today. Combines study of pop culture and recent design history with an investigation of philosophical, sociological, psychological, and technological issues. Prerequisite(s): None.

**WRIT 151 Writing Studio**
Course Code: WRIT 151
Credit Hours: (3,0,3,6)
Description: Introduction to academic and professional writing. Emphasis on: rhetorical knowledge; critical thinking, reading and writing processes and conventions. Analysis and evaluation of multiple reading strategies; composition; use of research tools; development of research process; documentation techniques and incorporation of sources; peer review; editing and proofreading strategies. Prerequisite(s): None.

**DSNA 122 Drawing & 2D Design II**
Course Code: DSNA 122
Credit Hours: (0,6,3,3)
Description: Drawing and 2D design with emphasis on visual ideation and communication. Focus on design techniques that emphasize physical and digital craft, integrated with drawing techniques that emphasize: ideation; iteration and visual exploration; communication of concepts. Expand process of communication problem-solving through research, design, and use of images and meaning. Prerequisite(s): DSNA 112.

**DSNA 123 Drawing & 3D Design II**
Course Code: DSNA 123
Credit Hours: (0,6,3,3)
Description: Drawing and 3D design with emphasis on visual ideation and communication. Focus on design techniques that emphasize physical and digital craft, integrated with drawing techniques that emphasize: ideation; iteration and visual exploration; communication of concepts. Learn drawing techniques to represent and communicate place, action, object, and narrative. Explore principles and techniques of design as means to understand order, context, and relationships. Prerequisite(s): DSNA 113.

**BOAD 165 Behavior of Creative Business Organizations**
Course Code: BOAD 165
Credit Hours: (3,0,3,6)
Description: Introduction to the concepts of organizational behavior, organizational culture, and the nature of human behavior in creative organizations. Study, discern, and apply organizational behavior theory in the areas
of individual differences, perception, motivation, personality, values, attitudes, team dynamics, and conflict; and their impact on creative businesses. Prerequisite(s): BOAD 151.

LMST 282 Literature & Media Studies LA (3,0,3,6)
Introduction to literary study and critical thinking about media. Prerequisite(s): None.

WRIT 120 Professional Writing for Designers LA (3,0,3,6)
Instructs students in styles of writing commonly used in the art and design world, including artist statements, website content, cover letters, pitch letters, resumes, freelance proposals, letters of agreement, grant proposals, marketing and business plans, exhibition/catalog copy, art journal articles and reviews, business emails, press releases, critical reviews for online and print media, and social media/promotional platform writing. Emphasizes considerations of audience and purpose, and the production of clear, cogent, thoughtful writing that adheres to the grammatical rules of Standard American English. Prerequisite: WRIT 151 or the equivalent in transfer credit.

Second Year

BOAD 251 Financial Accounting BOAD (3,0,3,6)
Concepts of financial accounting with an emphasis on how to develop, read, and interpret financial statements; the income statement, the balance sheet, the statement of retained earnings, and the statement of cash flow. Students are instructed how to use financial statements to add value to the organization. Prerequisite(s): None

BOAD 254 Principles of Marketing BOAD (3,0,3,6)
Introduction to the study of marketing. Topics include market orientation, customer value, customer satisfaction, target market, marketing environment, product development, pricing strategies, distribution channels, promotional strategies and tactics. Students develop a marketing plan for a client based semester-long team project. Prerequisite(s): None.

BOAD 253 Economics for Art & Design BOAD (3,0,3,6)
Introduction to micro and macroeconomics with a focus on market forces and dynamics of the global creative sector. Utilizes case study methods to examine the many different expressions of the business of art and design, their economic impact and the opportunities created within the creative business sector. Prerequisite(s): None.

BOAD 252 Managerial Accounting BOAD (3,0,3,6)
Introduction to major concepts of managerial accounting. Emphasis on development and use of breakeven analysis, financial leverage, budgeting and performance measures. Application of managerial accounting concepts to decision making scenarios in the creative environment. Prerequisite(s): BOAD 251.

BOAD 260 Project Management BOAD (3,0,3,6)
Overview of characteristics, problems, techniques and methods of Project Management and a consideration of managerial decision-making in team environments using Program Evaluation and Review Techniques (PERT), Critical Path Method (CPM), and others. Management principles and practices are used to solve practical problems in creative, innovative organizations. Prerequisite(s): None.
BOAD 175 Statistics
Introduction to statistics with an emphasis on managerial applications, applied statistical methodologies, creative problem solving techniques, and how to think statistically using data as the basis for decision-making. Prerequisite(s): None.

ARTH 111 Development of Art & Ideas
Introductory art history survey. Presents important masterworks from across the globe, from the prehistoric period to the present. Considers art within cultural and historical contexts. Prerequisite(s): None

Third Year

BOAD 341 Finance
Introduction to finance. Analysis of financial statements, time value of money, bond valuation, capital formation, working capital management, pro-forma development, budgeting, and management by the numbers for creative businesses, tax and legal implications. Prerequisite(s): BOAD 252.

BOAD 330 Managing Human Resources for Creative Org
Contemporary view of human resource issues within specialized art and design workplaces. Principles of human resource management, including: recruiting, staffing, training, development, compensation, benefits, labor relations, performance management, and interaction of the forces at work in creative art and design businesses. Prerequisite(s): BOAD 151.

INTE 301 Internship Experience
Builds on summer internship experience. Review work done during summer internships. Develop project to convert practical experience and knowledge developed in the field for elective credit. Prerequisite(s): completion of INTE 301 Internship Guidelines & Handbook; obtain required signatures. INTE 301 Internship Guidelines & Handbook can be found on the Career Services Website; completed handbooks should be returned to: Office of Advising, Records & Registration Services. Grading: Credit/No Credit; up to three credits based on internship and project adherence to College and department criteria. Enrollment Deadline: May 31.

BOAD 352 Strategic Planning

BOAD 460 International Management
Fundamental understanding of the strategic, operational, and behavioral aspects of managing across cultures. Topics may include: cultural values, diverse business customs and practices, international strategy development, global alliances and strategy implementation, international human resource management, leadership, and communication across cultures. Prerequisite(s): BOAD 151.

Fourth Year

BOAD 450 Entrepreneurship
Create feasibility study to support a new creative venture or product either to start a new company or develop a new venture within an existing business model. Focus on: foundation of entrepreneurship;
decision processes to become a creative entrepreneur; development of successful business ideas; movement of ideas to entrepreneurial firm; growth and management of art- and design-based enterprise. Prerequisite(s): BOAD 165, BOAD 330, BOAD 352.

**BOAD 420 Topics in Business**

Advanced topics in business of art and design. Creative case analysis of topics such as arts entrepreneurship; visual arts management; non-profit art centers; gallery management, new venture capital ideas innovations in business marketing and current trends in e-commerce. Prerequisite(s): BOAD 352

**BOAD 452 Business Plan: Intern/Project**

Create an investment worthy business plan that supports the launch of a new venture or new product. Practice and deliver a formal new venture/ product pitch to external panel. Prerequisite(s): BOAD 450.