B.S. GRAPHIC AND VISUAL DESIGN/M.B.A.

Upon completing the Graphic and Visual Design degree program students will be able to:

1 - Design Literacy - Identify, interpret, and articulate the elements, principles, and core concepts of design.

2 - Creative Process - Research, conceptualize, refine ideas, and prototype as part of the creative process.

3 - Critical Analysis - Evaluate and critically analyze their own and others' design work as well as defend design decisions.

4 - Technical Proficiency - Demonstrate technical knowledge and proficiency with current design tools and technology.

5 - Interdisciplinary Skills - Collaborate, synthesize, and integrate ideas and skills in an interdisciplinary approach to creative problem-solving.

6 - Professional Practice - Create original, effective, and professional-quality design work that meets user needs.

Upon completion of the requirements for the dual-degree Master's of Business Administration program curriculum, students will be able to:

- Solve complex managerial issues.
- Integrate theories and practice to perform strategic analysis
- Demonstrate effective written forms of communication and oral business presentations
- Implement leadership skills to work effectively within diverse teams
- Analyze ethical responsibilities of businesses
- Apply quantitative and qualitative analysis, to management issues

GENERAL EDUCATION COURSES		
BA 302	Business Ethics	3
CM 100	Speech	3
or CM 200	Interpersonal Communication	
EH 105	College Writing	3
FA 120	Drawing I	3
HE 111	The Husson Experience ***	1
MC 101	Introduction to Mass Communications	3
PY 111	General Psychology	3
Foreign Culture & Conv Elective		3
Historical Elective		3
Lab Science Elective		3-4
Literature Elective		3
Math I Elective		4
Math II Elective		3
Philosophical Elective		3
CORE CLASSES		
BA 101	Introduction to Business	3
BA 210	Economics Overview for Non-Business Majors	3
BA 310	Organization and Management	3
BR 120	Art and Design Foundations	3
or FA 115	2d-Design	
FA 202	Art History: Art History: Renaissance to Present	3
or FA 240	History of Photography	
GV 120	Introduction to Storyboarding	3
or XR 177	Intro to Extended Reality	
GV 145	Design Thinking and Innovation	3
GV 208	3D Modeling I	3
GV 245	Graphic Design I	3
GV 248	Typography	3
GV 257	Animation and Motion Design I	3
GV 329	Digital Illustration	3
GV 330	Graphic / Visual Design Internship	3
or MK 315	Agency Practicum I	
or MK 418	Agency Practicum II	
GV 335	Graphic Design II	3
GV 429	Design Portfolio	3
IT 110	Data Exploration & Visualization	3
IT 202	Web Design for Non-Majors	3
IT 208	Web Design & Development	3
IT 223	User Experience Design	3
MC 301	Career Preparation	1
MK 216	Principles of Advertising	3
MK 220	Marketing Fundamentals	3
VF 100	Intro to Video Production	3
VF 245	Photography I	3
Open Electives		9
Graduate Courses		
BA 600	Research Methods in Business and Education	3
BA 601	Managerial Economics	3
BA 602	Managerial Accounting	3
BA 605	Management Communications	3
BA 620	Financial Management	3
BA 621	Marketing Management	3
BA 625	Global Strategic Management	3
BA 643	Strategic Change Management	3
Graduate Business Electives		6
Total Hours		**150-151**

First Year

Fall	Hours	Spring	Hours
BR 120 or FA 115	3	CM 100 or 200	3
EH 105	3	FA 120	3
HE 111***	1	GV 145	3
MC 101	3	GV 245	3
MK 220	3	Math I Elective	4
PY 111	3		
	16		**16**

Second Year

Fall	Hours	Spring	Hours
GV 120 or XR 177	3	BA 101	3

GV 208	3	FA 202 or 240	3
GV 248	3	IT 202	3
Historical Elective	3	IT 223	3
Math II Elective	3	MK 216	3
	15		**15**

Third Year

Fall	**Hours**	**Spring**	**Hours**
BA 210	3	BA 310	3
GV 329	3	GV 257	3
IT 110	3	GV 335	3
IT 208	3	VF 100	3
VF 245	3	Lab Science Elective	3-4
	15		**15-16**

Fourth Year

Fall	**Hours**	**Spring**	**Hours**
BA 600	3	BA 602	3
BA 601	3	BA 605	3
GV 330, MK 315, or MK 418	3	GV 429	3
Foreign Culture & Conversation Elective	3	Philosophical Elective	3
Literature Elective	3	Open Elective	3
	15		**15**

Fifth Year

Fall	**Hours**	**Spring**	**Hours**
BA 302	3	BA 621	3
BA 620	3	BA 625	3
BA 643	3	Graduate Business Elective	3
MC 301	1	Open Elective	3
Graduate Business Elective	3	Open Elective	3
	13		**15**

Total Hours: 150-151

***May not be required for degree completion.