

# International School of Business

## Academic Progress Sheet 2016-2017

### DEGREE: BBA IN MARKETING AND GRAPHIC DESIGN

#### **CORE CURRICULUM REQUIREMENTS** **38 credits**

<b>Proficiencies:</b>		
ENG 103*	College English I	3
ENG 104*	College English II	3
COM 108	Fundamentals of Public Speaking	2
MAT144 or MAT145	Quantitative Reasoning or College Algebra	4
<b>Perspectives: §</b>		
UNS 115	Sisu Seminar	1
REL/FNS	Religion or Finnish Studies	3
BIO, CHM, or PHS	Natural Science with Lab	4
Humanities+	Three Courses	9
Social Sciences++	Three Courses	9

\* Must be successfully completed before taking WI courses.

§ No more than six credits of one discipline, except up to eight credits of the same foreign language.

+ Includes courses in ARD, COM, DRM, ENG (but not ENG 101), FNS, HIS, HUM, MUS, PHL, REL, or foreign language.

++ Includes courses in ANT, ECN, ENV, GEO, PLS, PSY, SOC, or WGS.

#### **ART & DESIGN CORE REQUIREMENTS** **21 credits**

ARD 101	Drawing Foundations	3
ARD 114	Digital Design Foundations	3
ARD 160	Art Appreciation for non-art majors	3
ARD 173	Color and Composition	3
ARD 207	Digital Photography	3
ARD 211	Noetic Skills	3
HIS 406	Design and Culture	3

#### **BUSINESS CORE REQUIREMENTS** **24 credits**

BUS 138	Fundamentals of Business	3
BUS 141	Business Communications	3
BUS 200	Fundamentals of Accounting	3
BUS 235	Leadership and Team Skills	3
BUS 245	Principles of Marketing	3
BUS 271	Principles of Management	3
BUS 361	Business Law	3
MAT 201	Probability and Statistics	3

#### **MARKETING AND DESIGN REQUIREMENTS** **32 credits**

ARD 214	Design Thinking	3
ARD 234	Typography	3
ARD 311	Design Research Skills	2
ARD 314	Intermediate Problems	3
ARD 334	Emerging Design	3
BUS 340	E Marketing	3
BUS 346	Marketing Communications	3
BUS 395	Project Management	3
BUS 481	Research Methods in Business Decision Making	3

Choose two of the following:

BUS 348	Relationship Sales	3
BUS 446	Consumer Behavior	3
BUS 447	Marketing for Small Business	3
BUS 448	International Marketing	3

#### **INTERNSHIP AND SENIOR CAPSTONE** **9 credits**

BUS 495	Senior Seminar in Business	3
BUS 498	Business Internship	3
MGD 499	Graphic Design Senior Capstone	3

See reverse side for suggested course sequence.

**TOTAL CREDITS: 124**

#### ADDITIONAL DEGREE REQUIREMENTS

- Count no more than 12 credits of MUS, DRM, and WEL towards graduation.
- Complete at least 24 of the last 30 credits at Finlandia immediately prior to graduation. An exception will be made for international exchanges
- Complete at least 30 credits at the 300/400 level at Finlandia.
- Attain a minimum cumulative GPA of 2.0.
- Complete at least three Writing Intensive (WI) courses

Updated 8/9/16

## BBA in Marketing and Graphic Design – SUGGESTED COURSE SEQUENCE

<b>FRESHMAN YEAR – FALL SEMESTER</b>		<b>17 CREDITS</b>	<b>FRESHMAN – SPRING SEMESTER</b>		<b>18 CREDITS</b>
ARD 101	Drawing Foundations	3	ARD 114	Digital Design Foundations	3
ARD 173	Color and Composition	3	Core Curriculum	Humanities or Social Science elective	3
BUS 138	Fundamentals of Business	3	BIO/ CHM/PHS	Lab Science	4
ENG 103	College English I	3	COM 108	Fundamentals of Public Speaking	2
MAT 144/145	Quantitative Reasoning or College Algebra	4	ENG 104	College English II	3
UNS 115	SISU Seminar	1	MAT201	Probability & Statistics	3
<b>SOPHOMORE – FALL SEMESTER</b>		<b>15 CREDITS</b>	<b>SOPHOMORE – SPRING SEMESTER</b>		<b>15 CREDITS</b>
ARD 214	Design Thinking	3	ARD 207	Digital Photography	3
BUS 200	Fundamentals of Accounting	3	ARD 211	Noetic Skills	3
BUS 245	Principles of Marketing	3	ARD 234	Typography	3
Core Curriculum	Humanities or Social Science elective	3	BUS 141	Business Communications	3
BUS 271Z	Principles of Management	3	ARD160	Art Appreciation for non-art majors	3
<b>JUNIOR – FALL SEMESTER</b>		<b>15 CREDITS</b>	<b>JUNIOR – SPRING SEMESTER</b>		<b>14 CREDITS</b>
BUS 235	Leadership Team Skills	3	ARD 311	Design Research Skills	2
BUS 340	E Marketing	3	ARD 314	Intermediate Problems	3
BUS 395	Relationship Sales/ Project Management	3	BUS 346	Marketing Communications	3
Core Curriculum	Humanities or Social Science elective	3	BUS 361	Business Law	3
REL/FNS	Religion or Finnish Studies	3	Core Curriculum	Humanities or Social Science elective	3
<b>SENIOR – FALL SEMESTER</b>		<b>15 CREDITS</b>	<b>SENIOR – SPRING SEMESTER</b>		<b>15 CREDITS</b>
ARD 334	Emerging Design	3	BUS 447	Marketing for Small Business	3
BUS 448	International Marketing	3	BUS 495	Senior Seminar in Business	3
BUS 481	Research Meth. Business Decision Making	3	BUS 498	Business Internship	3
Core Curriculum	Humanities or Social Science elective	3	HIS 406	Design and Culture	3
Core Curriculum	Humanities or Social Science elective	3	MGD 499	Graphic Design Senior Capstone	3

### GENERAL EDUCATION AND PROGRAM CHECKLIST

<b>CORE CURRICULUM REQUIREMENTS</b>			<b>38 credits</b>
<b>COURSE</b>	<b>CREDITS</b>	<b>SEM./YR.</b>	<b>GRADE</b>
ENG 103	3	_____	_____
ENG 104	3	_____	_____
COM 108	2	_____	_____
MAT 144 or 145	4	_____	_____
UNS 115	1	_____	_____
REL/FNS	3	_____	_____
Science	4	_____	_____
Humanities	9	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
Social Sciences	9	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

<b>BUSINESS CORE REQUIREMENTS</b>			<b>21 credits</b>
<b>COURSE</b>	<b>CREDITS</b>	<b>SEM/YR</b>	<b>GRADE</b>
BUS 138	3	_____	_____
BUS 141	3	_____	_____
BUS 200	3	_____	_____
BUS 235	3	_____	_____
BUS 245	3	_____	_____
BUS 271	3	_____	_____
BUS 361	3	_____	_____
MAT 201	3	_____	_____

<b>MARKETING AND DESIGN REQUIREMENTS</b>			<b>32 credits</b>
<b>COURSE</b>	<b>CREDITS</b>	<b>SEM./YR.</b>	<b>GRADE</b>
ARD 214	3	_____	_____
ARD 234	3	_____	_____
ARD 311	2	_____	_____
ARD 314	3	_____	_____
ARD 334	3	_____	_____
BUS 340	3	_____	_____
BUS 346	3	_____	_____
BUS 395	3	_____	_____
BUS 481	3	_____	_____
Choose 2 of the following:			
BUS 348	3	_____	_____
BUS 446	3	_____	_____
BUS 447	3	_____	_____
BUS 448	3	_____	_____

<b>ART &amp; DESIGN CORE REQUIREMENTS</b>			<b>21 credits</b>
<b>COURSE</b>	<b>CREDITS</b>	<b>SEM./YR.</b>	<b>GRADE</b>
ARD 101	3	_____	_____
ARD 114	3	_____	_____
ARD 173	3	_____	_____
ARD 211	3	_____	_____
ARD 207	3	_____	_____
HIS 103/203	3	_____	_____
HIS 303	3	_____	_____

- ADDITIONAL DEGREE REQUIREMENTS**
- Count no more than 12 credits of MUS, DRM, and WEL towards graduation.
  - Complete at least 24 of the last 30 credits at Finlandia immediately prior to graduation. An exception will be made for international exchanges
  - Complete at least 30 credits at the 300/400 level at Finlandia.
  - Attain a minimum cumulative GPA of 2.0.
  - Complete at least three Writing Intensive (WI) courses

<b>SENIOR CAPSTONE AND INTERNSHIP</b>			<b>9 credits</b>
<b>COURSE</b>	<b>CREDITS</b>	<b>SEM/YR</b>	<b>GRADE</b>
MGD 499	3	_____	_____
BUS 495	3	_____	_____
BUS 498	3	_____	_____

**TOTAL CREDITS: 124**

UPDATED 8/9/16