

BUSINESS MANAGEMENT (BUSI)

BUSI 110 Business I: Fundamentals (5 Credits)

Knowledge of business fundamentals is essential for careers in creative industries. Covering topics such as business research, accounting, finance, organizational structure, human resources, intellectual property, and marketing, this course introduces students to the terminology and basic tenets of business and finance through case studies and real-world applications.

Attributes: Social/Behavioral Sciences

BUSI 210 Management in the Creative Environment (5 Credits)

This introductory course in management takes the student through the four principles of management necessary to any creative workplace: planning, organizing, leading and controlling. It covers development of critical thinking as a prelude to managerial skills with particular emphasis on decision-making, interpersonal communication, ethical choices and social responsibility. Students examine important legal issues involved in the management of a business in art, design and other creative professions.

Attributes: Business-focused elective; Social/Behavioral Sciences

BUSI 215 Professional Tools and Project Management (5 Credits)

Unlock the secrets of effective project management in the dynamic creative industry. This course equips students with the essential tools and best practices to streamline communication, manage schedules, and analyze data for impactful research. Gain proficiency in industry-leading applications, empowering students to excel in project planning, execution, and monitoring. Dive into the world of industry trend resources and learn to generate insightful dashboards and reports that drive strategic decision-making.

Prerequisite(s): BUSI 101 or BUSI 110.

Attributes: Business-focused elective

BUSI 220 Business II: Economic Principles (5 Credits)

This course expands business fundamentals into the areas of macro- and microeconomics, focusing on topics relevant to creative industries, such as growth in market economies, supply and demand, monetary systems, pricing, inflation, employment, and market and consumer equilibrium. Students evaluate current and past economic events and apply strategies and tools of economic analysis to understand contemporary contexts and predict future outcomes and opportunities.

Prerequisite(s): BUSI 110 or BUSI 101.

Attributes: Social/Behavioral Sciences

BUSI 255 Navigating Business Complexities (5 Credits)

Students explore the complexities that come with creating and selling artistic work, as they hone critical thinking skills on topics such as the First Amendment, copyright, taxation, risk management, and business ownership. Building a strong foundation from case study analysis, students navigate intellectual property, contracts, labor concerns, and ethical business practices associated with creative industries.

Prerequisite(s): BUSI 110 or BUSI 101.

Attributes: Business-focused elective

BUSI 265 Principles of Marketing (5 Credits)

This course emphasizes the role of marketing in creating value for customers, which leads to value for other stakeholders in a firm. The course covers such issues as value of products, customers and brands, methods for analyzing customers and competitors, customer segmentation, product positioning and the role of new technology. The course presents a general structure for analyzing marketing problems along with some specific quantitative tools, and provides students with a forum both for presenting and defending their own recommendations, and for critically examining and discussing the recommendations of others.

Prerequisite(s): BUSI 110 or BUSI 101.

Attributes: Business-focused elective; Social/Behavioral Sciences

BUSI 330 Business III: Strategy and Decision-making (5 Credits)

Fueled by artists and designers, the creative economy exists at the intersection of ideas, innovation, technology, and market opportunities. Through creative economy examples and case studies, students apply business and economic principles and analysis to examine their impact on financial and strategic decision-making. With an understanding of corporate values, key performance indicators, and business complexities, students create a business plan that addresses the impact of organizational management, market differentiation, sustainable development, and diversity, equity, and inclusion (DEI).

Attributes: Business-focused elective; Social/Behavioral Sciences

BUSI 355 Entrepreneurship Studio (5 Credits)

As the creative sector grows and evolves, creative professionals are increasingly drawn to entrepreneurship. Through experiential learning, this studio builds the ability to identify market opportunities, develop meaningful value propositions, design and test business models, and formulate execution strategies. Students use cutting-edge strategy tools and learn how to effectively communicate their ideas to diverse audiences as they analyze market opportunities and formulate a cohesive business strategy.

Prerequisite(s): BUSI 220.

Attributes: Business-focused elective; Social/Behavioral Sciences

BUSI 479 Undergraduate Internship (5 Credits)

Internships offer students valuable opportunities to work in a professional environment and gain firsthand experience to help them prepare for careers. In an approved internship setting, a student typically spends one quarter working with an on-site professional supervisor and a faculty internship supervisor to achieve specific goals and objectives related to the program of study.