

BUSINESS BEAUTY AND FRAGRANCE, BFA

Code	Title	Hours
Foundation Studies		
FOUN 110	Design Thinking and Process	5
FOUN 111	Sketching and Drawing	5
FOUN 112	Color in Context	5
FOUN 113	Creative Collaboration Lab	5
Select one of the following:		5
FOUN 240	Spatial Design and Fabrication	
FOUN 251	Time Based Design: Story, Sound, and Movement	
General Education		
Select one of the following:		5
ANTH 101	Introduction to Anthropology	
PSYC 101	Introduction to Psychology	
COMM 105	Speaking of Ideas	5
BUSI 110	Business I: Fundamentals	5
MATH 110	Introduction to Statistics and Probability	5
CTXT 121	Visual Culture in Context: Pre-Modern Global Perspectives	5
CTXT 122	Visual Culture in Context: Making Modernities	5
ENGL 123	Ideas to Ink: Critical Concepts in Academic Writing	5
DIGI 130	Digital Communication	5
BUSI 215	Professional Tools and Project Management	5
BUSI 220	Business II: Economic Principles	5
BUSI 265	Principles of Marketing	5
BUSI 330	Business III: Strategy and Decision-making	5
General Education Elective		5
Major Curriculum		
BEAU 210	Beauty and Fragrance through the Ages	5
BEAU 220	Product Packaging and Branding Principles	5
BEAU 222	Branded Content Production and Creative Technologies	5
IDUS 231	Digitizing Design Ideas	5
BEAU 250	Leadership, Ethics, and Professional Careers	5
BEAU 260	Research, Data and Beauty Insights	5
BEAU 320	Beauty and Fragrance Marketing and Management	5
SOCL 320	Social Strategy: Lifecycle Marketing	5
BEAU 335	Cosmetic Formulation and Innovation	5
BEAU 340	Beauty and Fragrance: Product Launch and Supply Chain Management	5
BEAU 350	Brand Management for Global Markets	5
BEAU 410	Building the Business Case in Beauty	5
BEAU 422	Go-To-Market: Product Launch and Consumer Experience	5
BEAU 430	Collection I: Business Framework and Model	5
BEAU 440	Collection II: Branding and Launch	5
Select one of the following:		5
BEAU 479	Undergraduate Internship	
500-level SCADpro Elective		
Business-Focused Elective		

Additional Electives	
Free Elective	5
Free Elective	5
Total Hours	180