

# BUSINESS ADMINISTRATION COMPREHENSIVE MAJOR: DESIGN THINKING AND INNOVATION EMPHASIS

## Program Requirements

The Design Thinking and Innovation Emphasis prepares students to think and act as a leader who challenges the status quo. Students experience cutting edge innovation and design-thinking techniques necessary for solving the ever changing commercial, social, and environmental challenges of tomorrow. Design Thinking and Innovation students master the ability to recognize opportunity, frame problems, think creatively, manage risk, and launch organizations.

Code	Title	Credits
<b>Base Curriculum</b>		
ACC 201	Introduction to Financial Accounting	3
ACC 202	Introduction to Managerial Accounting	3
ECON 201	Macroeconomics (GT-SS1)	3
ECON 202	Microeconomics	3
Select one of the following mathematics courses:		3-4
MATH 140	College Algebra (GT-MA1)	
MATH 141	Precalculus (GT-MA1)	
MATH 151	Calculus I (GT-MA1)	
One of the following:		3
BUAD 220	Spreadsheets and Analysis	
CS 120	Professional Computer Skills	
One of the following:		3
MATH 213	Probability and Statistics (GT-MA1)	
ECON 216	Statistics for Business and Economics	
<b>Total Credits</b>		<b>21-22</b>

The 15-credit Business Administration Nucleus forms the core for each of the emphasis areas and also comprises the bulk of the Standard Program. It is important that the student achieve a high level of understanding of the basic fundamental concepts represented by these courses to be successful in the completion of the required upper-level course work and in their business career. If BUAD 350 Human Resource Management Human Resource Management is used to satisfy the requirements of the Business Administration Nucleus, then it cannot be used to satisfy the elective requirement within the major.

Code	Title	Credits
<b>Business Administration Nucleus</b>		
BUAD 185	Business Communication	3
BUAD 210	Legal Environment of Business	3
BUAD 270	Principles of Marketing	3
BUAD 360	Managerial Finance	3
One of the following:		3
BUAD 333	Organizational Behavior	
BUAD 350	Human Resource Management	
<b>Total Credits</b>		<b>15</b>

And the following:

Code	Title	Credits
ACC 255	Business Structure and Taxes	3
BUAD 275	Design Your Life	3
BUAD 375	Applied Design Thinking & Innovation	3
BUAD 382	Creative Design, Prototyping, and Testing	3
BUAD 406	Design Thinking and Innovation Immersion	3
BUAD 494	Business Model and Organizational Strategy Design	3
Select nine credits of the following electives:		9
BUAD 240	Strategic Negotiations	
BUAD 311	Business Analytics	
BUAD 315	Advanced Business Law	
BUAD 327	Social Media Marketing	
BUAD 333	Organizational Behavior	
BUAD 335	Marketing Communications	
BUAD 340	Global Business	
BUAD 343	Sales I	
BUAD 345	Consumer Behavior	
<b>Total Credits</b>		<b>27</b>

## Capstone Course Requirement

The following courses in the Business Administration Major fulfill the capstone course requirement: BUAD 494 Business Model and Organizational Strategy Design.

## Graduation Requirements

Undergraduate programs require a minimum of 120 semester credits for graduation. Of those 120 credits, 40 credits must be in upper-division courses (those marked 300 and above). Fifteen of these 40 upper-division credits must be earned in courses that are part of the standard or comprehensive major program being pursued.

Students are expected to review all graduation requirements, which can be found in the Western Undergraduate Catalog: Graduation Requirements (<https://catalog.western.edu/undergraduate/graduation-requirements/>).

Course	Title	Credits
<b>Year One</b>		
<b>Fall</b>		
BUAD 101	Business of Life	3
ENG 102	Writing and Rhetoric I (GFC01)	3
Gen Ed	Natural Sciences w/lab	4
HWTR 100	First Year Seminar	1
MATH 140	College Algebra (GT-MA1)	3
<b>Credits</b>		<b>14</b>
<b>Spring</b>		
ACC 201	Introduction to Financial Accounting	3
ECON 201	Macroeconomics (GT-SS1)	3
ENG 103	Writing and Rhetoric II (GT-C02)	3
Gen Ed	Natural Sciences w/lab	4
Gen Ed	Area III	3
<b>Credits</b>		<b>16</b>
<b>Year Two</b>		
<b>Fall</b>		
ACC 202	Introduction to Managerial Accounting	3

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ECON 216	Statistics for Business and Economics	3
BUAD 275	Design Your Life	3
Gen Ed	Area I	3
Gen Ed	Area III	3
<b>Credits</b>		<b>15</b>
<b>Spring</b>		
BUAD 220	Spreadsheets and Analysis	3
BUAD 270	Principles of Marketing	3
ECON 202	Microeconomics	3
Gen Ed	Area I	3
Gen Ed	Area III	3
<b>Credits</b>		<b>15</b>
<b>Year Three</b>		
<b>Fall</b>		
BUAD 185	Business Communication	3
BUAD 210	Legal Environment of Business	3
BUAD 375	Applied Design Thinking & Innovation	3
Elective	Elective	6
<b>Credits</b>		<b>15</b>
<b>Spring</b>		
ACC 255	Business Structure and Taxes	3
BUAD 333 or BUAD 350	Organizational Behavior or Human Resource Management	3
Elective	Elective	6
Elective	Design Thinking and Innovation Elective	3
<b>Credits</b>		<b>15</b>
<b>Year Four</b>		
<b>Fall</b>		
BUAD 360	Managerial Finance	3
BUAD 382	Creative Design, Prototyping, and Testing	3
BUAD 406	Design Thinking and Innovation Immersion	3
Elective	Elective	6
<b>Credits</b>		<b>15</b>
<b>Spring</b>		
BUAD 494	Business Model and Organizational Strategy Design	3
Elective	Elective	6
Elective	Design Thinking and Innovation Elective	6
<b>Credits</b>		<b>15</b>
<b>Total Credits</b>		<b>120</b>