

## Non-ID Requirement courses

3 units

DSGN 127  
DSGD 99  
DSIT107  
Bus 130, 136, 138 or 160  
Phil 110

### **DSGN 127. Internship**

Experience in the methods and procedures employed by professional designers in consulting offices and corporate design departments. Professional responsibilities in local design offices on a weekly basis. Course is repeatable for a total of 6 units. Prerequisite: DSIT 104 or DSGD 106, DSID 123 or DSID 124. Repeatable for credit  
Credit / No Credit  
1-4 units

### **DSGD 099. Introduction to Typography**

Study and demonstration of letterforms and fundamental typographic principles. Emphasis on the vocabulary of typographic form and its relationship to message/purpose. Prerequisite: ART 12, ART 14, ART 24, DSGD 83, (industrial design majors may substitute DSID 22 for ART 14; interior design majors may substitute ART 13 for ART 12). Repeatable for credit  
3 units

### **DSIT 107. Furniture Design**

Design and production of original furniture, including drawing, prototypes and materials selection. Course is repeatable for a total of 6 units. Prerequisite: DSIT 105 or upper division standing and instructor consent. Repeatable for credit  
3 units

### **BUS 130. Introduction to Marketing**

Analysis of marketing opportunities; planning of marketing programs with emphasis on product, price, promotion and distribution; control of the marketing effort; social and ethical responsibilities of marketing. Prerequisite: Junior standing. Recommended: COMM 100W or ENGL 100WB or LLD 100WB.  
3 units

### **BUS 136. Product Development**

Integrative analysis of product development related to life-cycle management. Emphasis is on new product/service planning. Prerequisite: BUS 130.

### **BUS 138. Marketing Research**

Fundamentals of empirical study in marketing, including hypotheses formulation, testing, and the basis of inference. Questionnaire and experimental design, attitude measurement, sampling and data collection, and analysis are emphasized along with applications to marketing decision-making. Prerequisite: BUS 90, BUS 130, Recommend: COMM 100W or ENGL 100WB or LLD 100WB.  
3 units

### **BUS 160. Fundamentals of Management and Organizational Behavior**

Provides a foundation for major topics in management and organizational behavior by surveying theories and practices relating to managerial roles, organizational cultures, fundamental strategic issues, planning, team building, communication, motivation, leadership, decision-making, control, structure and change.  
3 units

### **PHIL 110. Science, Technology and Human Values**

The aims, methods and world views of science and technology; such value issues as technological determinism, design aesthetics and moral implications of computer and other technologies. Prerequisite: Completion of core GE, satisfaction of Writing Skills Test and upper division standing. For students who begin continuous enrollment at a CCC or a CSU in Fall 2005 or later, completion of, or corequisite in a 100W course is required.  
GE: V  
3 units