

# INTEGRATIVE MEDIA, B.A. - COGNATE MINOR IN BUSINESS ADMINISTRATION

## Recommended Course Sequence

<b>First Semester</b>	
BA-153 Management Foundations	3
ART-111 Fundamentals of Color & Design	3
Distribution Requirements	3
ENG-101 Composition	4
FYF-101 First-Year Foundations	3
<b>Total Credits</b>	<b>16</b>

<b>Second Semester</b>	
ACC-161 Financial Accounting. & Decision-Making	3
CS-125 Computer Science I	4
Distribution Requirements	6
DDMA 101 / IM-101 Integrative Media Foundations I	3
<b>Total Credits</b>	<b>16</b>

<b>Third Semester</b>	
Distribution Requirements	6
Elective	3
ENT-203 Opportunity Identification	3
DDMA 201 / IM-201 Integrative Media Foundations II	3
<b>Total Credits</b>	<b>15</b>

<b>Fourth Semester</b>	
COM-102 Principles of Communication	3
Distribution Requirement	3
Elective	3
ENG-202 Technical & Professional Writing	3
DDMA 301 / IM-301 Principles of Motion & Layering	3
<b>Total Credits</b>	<b>15</b>

## Digital Design and Media Art, B.A. - Cognate Minor in Business Administration

<b>Fifth Semester</b>	
MKT-221 Marketing	3
Distribution Requirements	6
DDMA 302 / IM-302 Principles of Interactivity	3
DDMA 320 / IM-320 Concept Development & Processes	3
<b>Total Credits</b>	<b>15</b>

<b>Sixth Semester</b>	
BA-322 Advertising	3
Electives	9
DDMA 391 / IM-391 Integrative Media Project I	3
<b>Total Credits</b>	<b>15</b>

<b>Seventh Semester</b>	
BA-351 Management of Organizations & People	3
Electives	9
DDMA 392 / IM-392 Integrative Media Project II	3
DDMA 399 / IM-399 Cooperative Education	0 - 3
<b>Total Credits</b>	<b>15 - 18</b>

<b>Eighth Semester</b>	
Electives	9 - 12
DDMA 399 / IM-399 Cooperative Education	0 - 3
DDMA 400 / IM-400 Integrative Media Portfolio Capstone	3
<b>Total Credits</b>	<b>12 - 18</b>

## IM. INTEGRATIVE MEDIA

### IM-198/289/398. TOPICS IN INTEGRATED MEDIA

**Credits:** Varies with topic.

A study of topics of special interest not extensively treated in regularly offered courses. A study of topics of special interest not extensively treated in regularly offered courses.

[Click here for course fee.](#)

### IM-101. INTEGRATIVE MEDIA FOUNDATIONS I

**Credits:** 3

This course is an introduction and multiple media survey of artists, styles, and techniques influential in the development of contemporary media. Through this exposure and readings, a creative process will be developed and absorption will stimulate, motivate, and inspire a personal aesthetic vision. In addition, through intensive thought, analysis, and critique, we will explore media as it affects our society and our responsibility as media content generators.

[Click here for course fees.](#)

### IM-201. INTEGRATIVE MEDIA FOUNDATIONS II

**Credits:** 3

This course is an introduction to the foundational design principles as they apply to digital new media applications. Students will produce digital projects through the introductory application of various digital tools with a continued focus on the constant evolution of a personal aesthetic vision. A survey of new media applications, terminology, and techniques will be researched and discussed, along with our responsibility as communicators to mass media markets.

[Click here for course fees.](#)

### Pre-Requisites

IM-101.

### IM-255. INTEGRATIVE MEDIA PRACTICUM

**Credits:** 1-2

One to Two credits The Department Practicum may be taken for one to two credits per semester. Students may earn credit for major roles and positions of major responsibility in the co-curricular activities in the Creative Production Studio, Studio 020. Credit for participation in these activities is optional, and voluntary participation (without credit) is also encouraged. The department, through the advisor or instructor of the activity, has the authority to approve or reject any contract for credit under this designation. Credits earned are applicable toward graduation, but do not count toward the requirements of the IM core. Written approval for credit must be by advisor or department chairperson.

### IM-301. INTEGRATIVE MEDIA PRINCIPLES OF MOTION AND LAYERING

**Credits:** 3

This course will address the foundational concepts of assembling digital imagery, relational to short format projects, focusing on historical and contemporary principles of montage, timing, and pacing. In addition, the technical and aesthetic principles of compositing will be covered producing multi-layered projects for a variety of media.

[Click here for course fees.](#)

### Pre-Requisites

IM-201.

### IM-302. INTEGRATIVE MEDIA PRINCIPLES OF INTERACTIVITY

**Credits:** 3

Technical and aesthetic principles of interactivity will be conveyed and practiced to produce a range of interactive media. Addressing issues of human static and dynamic interactive ergonomics as they apply to contemporary commercial and artistic applications.

[Click here for course fees.](#)

### Pre-Requisites

IM-201.

### **IM-320. INTEGRATIVE MEDIA CONCEPT DEVELOPMENT AND PRACTICES**

**Credits:** 3

Through research, writing, and example, students will gain an advanced understanding of the creative generating processes in a new media environment. These processes will be used to formulate solid, cohesive concepts and present storyboards that are visually communicative and professional. With discussion, critique, and reiteration, the concepts are refined and reinforced.

[Click here for course fees.](#)

#### **Pre-Requisites**

IM-201.

### **IM-350. 3 DIMENSIONAL ENVIRONMENTS AND ANIMATION**

**Credits:** 3

This course will explore the foundations of 3-dimensional animation processes as they apply to multiple media. Students will build computer-based models and environments, texture, light, animate, and render content for Integrative Media projects, stand-alone projects of 3-D foundations used within the CS gaming track. (Cross-listed with [CS-350](#).)

[Click here for course fees.](#)

#### **Pre-Requisites**

IM students—IM 301; CS students—CS 125.

### **IM-355. DIGITAL AUDIO PRINCIPLES AND EDITING**

**Credits:** 3

The foundational concepts behind music theory, sound design, and digital studio editing techniques will be addressed in this course. This knowledge can then be applied to creating and adapting sound components for use within the variety of Integrative Media projects.

[Click here for course fees.](#)

#### **Pre-Requisites**

IM-201.

### **IM-368. 3 DIMENSIONAL GAME DEVELOPMENT**

**Credits:** 3

An overview of simulation, engine-based, and real-time game systems with a focus on theory, creation, and animation of three-dimensional models used within a game context. Cross-listed with [CS-368](#).

[Click here for course fees.](#)

#### **Pre-Requisites**

IM-350 (CS 366) or [CS-367](#).

### **IM-391. INTEGRATIVE MEDIA PROJECT I**

**Credits:** 3

This project-based course will begin to assemble production teams to produce project(s) from concept to completion. Students will develop storyboards and, through creative and organizational work sessions, define a completion plan and production schedule. All phases of the production process will be addressed under creative, financial, and deadline benchmarks. Note: This course must be completed with a minimum final grade of 25 in order to meet degree requirements

[Click here for course fees.](#)

#### **Pre-Requisites**

IM-320.

### **IM-392. INTEGRATIVE MEDIA PROJECT II**

**Credits:** 3

Students will initiate new or continue team-oriented integrative media productions. The production process will be optimized to continue the experience of industry scenarios. Expanded business practices and production techniques will build upon prior skill sets. Note: This course must be completed with a minimum final grade of 25 in order to meet degree requirements

[Click here for course fees.](#)

#### **Pre-Requisites**

IM-391.

### **IM-399. COOPERATIVE EDUCATION**

**Credits:** 1-6

#### **Pre-Requisites**

Sophomore standing, minimum 2.0 cumulative GPA, consent of academic advisor, and approval of placement by the department chairperson.

### **IM-400. INTEGRATIVE MEDIA PORTFOLIO CAPSTONE**

**Credits:** 3

As the capstone of the IM curriculum, this course will focus on the compilation of visual materials produced throughout the set of courses, as necessary in the job submission process. Creating a self 'brand' will be a concentration, along with the compilation of written works, flatbook, and reel. Understanding the perspective of the employer will be heavily discussed and the various positions, procedures, and environments that produce IM products. Note: This course must be completed with a minimum final grade of 25 in order to meet degree requirements.

[Click here for course fees.](#)

#### **Pre-Requisites**

IM-391.

## **BA. BUSINESS ADMINISTRATION**

### **BA-119. DATA ANALYSIS IN EXCEL**

**Credits:** 1

This course is designed to teach the basic and advanced features and functions of Excel, including summative, descriptive and reporting techniques. Students will also gain the knowledge of data manipulation and visual reporting. This one-credit class will meet multiple times each week, and will run for 5 consecutive weeks.

### **BA-151. INTEGRATED MANAGEMENT EXPERIENCE I**

**Credits:** 3

**Terms Offered:** Fall

Integrated Management Experience is a two-semester sequence that takes you through the entrepreneurial process from creating a business concept to planning the venture to launching and operating the business to harvest and closure of the firm. You learn how businesses plan and operate through the study of functional areas such as marketing, management, human resources, accounting and finance, and operations. Most importantly, you will learn and experience how the pieces fit together through integrating the functional areas tracking information and performance using financial accounting principles. Cross listed with [ACC-151](#) and [ENT-151](#).

### **BA-152. INTEGRATED MANAGEMENT EXPERIENCE II**

**Credits:** 3

**Terms Offered:** Spring

Integrated Management Experience is a two-semester sequence that takes you through the entrepreneurial process from creating a business concept to planning the venture to launching and operating the business to harvest and closure of the firm. You learn how businesses plan and operate through the study of functional areas such as marketing, management, human resources, accounting and finance, and operations. You develop a clear understanding of the importance of accounting cycles and how financial accounting principles provide not only information but an integrating thread for all types of organizations. Cross listed with [ACC-152](#) and [ENT-152](#).

#### **Pre-Requisites**

ACC/BA/ENT 151.

### **BA-153. MANAGEMENT FOUNDATIONS**

**Credits:** 3

Management Foundations provides the framework for further study in accounting, business administration, and entrepreneurship programs. Functional areas of management are examined. This class is closed to freshmen and to any student who completed ACC/BA/ENT 151 and ACC/BA/ENT 152.

### **BA-319. BUSINESS STATISTICS**

**Credits:** 3

**Terms Offered:** Fall

An introduction to the primary tools of research in business and economics; the collection, summarization, analysis, and interpretation of statistical findings relevant to business decisions. Two hours of lecture and one hour of individualized laboratory. Topics covered will include, but not be limited to, descriptive statistics, probability, sampling theory, hypothesis testing, and regression and correlation analysis. Cross-listed with [EC-319](#).

### **BA-335. LAW AND BUSINESS**

**Credits:** 3

This course provides a foundation for understanding how the law functions; the laws protecting consumers and employees; and the law of contracts, sales, and business organizations.

### **BA-336. ADVANCED TOPICS IN BUSINESS LAW**

**Credits:** 3

**Terms Offered:** Spring

This course provides students with an understanding of select advanced topics in law, specifically those that have the greatest impact on business and accounting.

#### **Pre-Requisites**

[BA-335](#)

### **BA-337. LEGAL ASPECTS OF SPORT AND EVENT MANAGEMENT**

**Credits:** 3

Introduces legal issues that confront contemporary organized athletics and sports management. Specific topics which are highlighted include impact of antitrust laws; personal services contracts; labor law; injury and liability; franchise and transfer rules; and tax aspects. Examines the role of legal services within sports organizations and in individual athlete representation.

#### **Pre-Requisites**

[BA-335](#)

### **BA-419. QUANTITATIVE DECISION MAKING**

**Credits:** 3

This course is designed to build on the basics of introductory statistics so that the students understand how a variety of advanced statistical tools are used to support decision-making using business data. Students develop necessary skills to build models that conform the assumptions of the procedures. The course aims to provide more hands on experience. The topics that will be introduced include descriptive statistics, t-tests, ANOVA, simple linear regression, multiple linear regression, logistic regression and their applications on business data.

### **BA-461. BUSINESS STRATEGY AND DECISION-MAKING**

**Credits:** 3

The first of a two-semester capstone experience. This course integrates the functional areas of business from the perspective of top management. Emphasis is on the role of management in the formation of strategic and long-range plans.

#### **Pre-Requisites**

[MKT-221](#), [EC-101](#), [EC-102](#), [FIN-240](#), and [MGT-251](#).

### **BA-462. PROFESSIONAL BUSINESS EXPERIENCE**

**Credits:** 3

#### **Pre-Requisites**

[MKT-221](#), [FIN-240](#), and [MGT-251](#).

### **BA-463. THE BUSINESS FIELD AND RESEARCH EXPERIENCE**

**Credits:** 3

This course allows the student to choose from a variety of professional opportunities. The student could perform research and writing in his or her major area. Such research must be approved by the instructor in advance. (The Undergraduate Thesis) The student may participate in a multidisciplinary capstone course that incorporates the application of business creation, development, and planning. It includes the application of business functions such as management, business strategy, marketing, accounting, finance, operations management, and sales. (The Business Incubator) The student could also visit several local organizations to conduct a live case comparison that spans industries and organizations as it pertains to his or her major area and faculty interests. (The Business Field Experience) Action learning gives students the opportunity to develop an understanding of the Sidhu School disciplines and business practices that are ethically and socially responsible.

#### **Pre-Requisites**

Senior class standing.

### **BA-464. INTERNATIONAL BUSINESS EXPERIENCE**

**Credits:** 3

The course provides an overview of a Western European Society. A ten-day field trip in Western Europe is a major learning experience of the course. Site visits are made in a number of cities in European countries. Site visits include Cities, Regions, and Business and travel centers. Arrangements for travel are made during the fall, and travel in the spring. The purpose of the course is to create a global learning experience using Western Europe as a medium to facilitate the student's understanding of the global business environment. Presentations, discussions, travel, observations, projects, as well as written papers will provide students with the opportunity to demonstrate their understanding and knowledge.