

# INTEGRATIVE MEDIA, B.A. - COGNATE MINOR IN ENTREPRENEURSHIP

## Recommended Course Sequence

<b>First Semester</b>	
BA-153 Management Foundations	3
ART-111 Fundamentals of Color & Design	3
Distribution Requirement	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
IM-101 Integrative Media Foundation I	3
<b>Total Credits</b>	<b>16</b>

<b>Third Semester</b>	
Distribution Requirements	6
Elective	3
ENT-201 Nature and Essence of Entrepreneurship	3
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
ENG-202 Technical & Professional Writing	3
ENT-203 Opportunity Identification	3
IM-301 Principles of Motion & Layering	3
<b>Total Credits</b>	<b>15</b>

<b>Fifth Semester</b>	
Distribution Requirements	6
ENT-461 Practicing Entrepreneurship	3
IM-302 Principles of Interactivity	3

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

IM-320 Concept Development & Processes	3
<b>Total Credits</b>	<b>15</b>

<b>Sixth Semester</b>	
MKT-221 Marketing	3
Distribution Requirement	3
Electives	6
IM-391 Integrative Media Project I	3
<b>Total Credits</b>	<b>15</b>

<b>Seventh Semester</b>	
Electives	9
ENT-384 Small Business Consultancy or	
ENT-462 Internship	3
IM-392 Integrative Media Project II	3
IM-399 Cooperative Education	0 - 3
<b>Total Credits</b>	<b>15 - 18</b>

<b>Eighth Semester</b>	
Electives	9 - 12
IM-399 Cooperative Education	0 - 3
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.

[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

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.

## ENT. ENTREPRENEURSHIP

**ENT-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 [BA-151](#)

### **ENT-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 [BA-152](#)

#### **Pre-Requisites**

[ACC-151](#) / [BA-151](#) / [ENT-151](#) with a minimum GPA of 2.0.

### **ENT-201. NATURE AND ESSENCE OF ENTREPRENEURSHIP**

**Credits:** 3

**Terms Offered:** Fall

An introduction to entrepreneurs and self-career creation in small and large entrepreneurial organizations. The importance of entrepreneurs in the local, national, and world economies and personal characteristics of successful entrepreneurs will be studied. Guest speakers and a case study are included.

#### **Pre-Requisites**

[ENT-152](#) or [BA-153](#) with a minimum GPA of 2.0.

### **ENT-203. OPPORTUNITY IDENTIFICATION: INNOVATION AND CREATIVITY**

**Credits:** 3

**Terms Offered:** Fall

An introduction to the creative and innovative processes. Emphasis on forms of creativity and how they are interrelated, psychology and behavioral aspects of creativity, recognizing creativity, and the practice of managing innovation and creativity in different environments. Direct experience with two or more forms of creativity.

### **ENT-252. THE ENTREPRENEURIAL LEADER**

**Credits:** 3

**Terms Offered:** Spring

Examines leadership characteristics and behaviors of entrepreneurs. Emphasis on authentic and integrity-based leadership, role of emotional intelligence, and effective leadership strategies in entrepreneurial environments.

### **ENT-321. ANALYZING MARKETS AND COMPETITION**

**Credits:** 3

**Terms Offered:** Fall

In-depth study of identification and assessment of markets and competition. Sources of information, key analytical techniques, and evaluation strategies are examined.

#### **Pre-Requisites**

[MKT-221](#) with a minimum GPA of 2.0.

### **ENT-342. ENTREPRENEURIAL FINANCE**

**Credits:** 3

**Terms Offered:** Spring

The study of the financial dimensions of launching and growing ventures. Topics include financial characteristics and requirements of growth, venture capital, angel capital and private investment, equity markets and public offerings, and specialized funding programs.

#### **Pre-Requisites**

[FIN-240](#) with a minimum GPA of 2.0.

### **ENT-384. SMALL BUSINESS CONSULTANCY**

**Credits:** 3

**Terms Offered:** Spring

Teams of students diagnose, analyze, and recommend solutions for problems defined by small business clients. Course requires students to apply a range of classroom skills in a real situation and present oral and written reports to the client firm. Requirements: Senior standing and permission of the instructor.

### **ENT-385. OPPORTUNITY ASSESSMENT: TECHNICAL, ECONOMIC AND MARKET FEASIBILITY**

**Credits:** 3

**Terms Offered:** Spring

Theory and practice of assessing market, economic, and technical feasibility. Use of project management techniques to develop an in-depth feasibility analysis plan for expected outcomes.

### **ENT-399. COOPERATIVE EDUCATION**

**Credits:** 1-6

Professional cooperative education placement in a private or public organization related to the student's academic objectives and career goals. In addition to their work experience, students are required to submit weekly reaction papers and an academic project to a Faculty Coordinator in the student's discipline. See the Cooperative Education section of this bulletin for placement procedures. Requirements: Sophomore standing; minimum 2.0 cumulative GPA; consent of the academic advisor; and approval of placement by the department chairperson.

### **ENT-461. PRACTICING ENTREPRENEURSHIP**

**Credits:** 3

**Terms Offered:** Fall

Advanced essentials and elements of becoming an entrepreneur, or intrapreneur, will be examined through current classic 'real life' entrepreneurial case readings and entrepreneur and guest faculty lectures. Students will create their own entrepreneurial enterprise as a team project.

#### **Pre-Requisites**

Senior standing, [ENT-201](#) with a minimum GPA of 2.0, or permission of the instructor.

### **ENT-462. ENTREPRENEURIAL INTERNSHIP**

**Credits:** 3

The course content provides an on-the-job multi-discipline experience assisting a working local entrepreneur in the development and operation of a business enterprise.