The College of Business Administration

Roger D. Weikle, Dean
Steven Frankforter, Associate Dean for Administration
Cara Peters, Associate Dean for Professional Development

Undergraduate Degree Programs and Requirements

Four undergraduate programs are offered by the College of Business Administration: the Bachelor of Science in Business Administration, the Bachelor of Science in Computer Science, the Bachelor of Arts in Economics, and the Bachelor of Science in Information Design. The baccalaureate degree program in Business Administration is accredited by AACSB International--The Association to Advance Collegiate Schools of Business and the baccalaureate degree in Computer Science is accredited by ABET (111 Market Place, Suite 1050, Baltimore, MD 21202-4012; telephone: 410-347-7700).

Our mission is to prepare students in a learning-centered environment, through effective teaching, scholarship, and service, with the professional and leadership skills necessary for positions in the global marketplace, while fostering life-long learning and service to the external community.

Twelve areas of concentration are available within the Bachelor of Science in Business Administration degree program. These concentrations are accounting, computer information systems, economics, entrepreneurship, finance, general business, health care management, human resource management, international business, marketing, management, and sustainable business. Two of these concentrations, accounting and general business, can be earned through our evening program. The accounting concentration offers an integrated undergraduate/graduate curriculum that allows for optimum efficiency in continuing into a graduate program with an accounting emphasis.

The Business degree program prepares undergraduates for careers in the business world by offering an academically challenging program that produces a new kind of leader for business, industry, government, the arts, and health services. This new leader leaves the program with the skills needed to function as a professional in the complex organizations of the 21st century. The requirements for the Bachelor of Science in Business Administration integrate the business core, emphasizing a cross-functional approach to business issues and perspectives, and are augmented by liberal arts studies taught across diverse disciplines, fundamental business courses, and more advanced courses in the business concentration. Along with an integrated curriculum, the faculty and business leaders have developed a comprehensive list of competencies that students must attain before graduation from this program. The competency categories for the business degree are communication, teamwork/diversity, adaptability, problem solving and accountability and ethics. The computer science degree categories are technical, social, environment and interpersonal development. Most business courses also emphasize team projects in addition to individual assignments. Internship experiences are integrated into some concentrations and encouraged in others.

The College of Business Administration is dedicated to offering quality classroom instruction and to enhancing personal development through interaction between faculty and students. A faculty open-door policy facilitates this approach. Quality classroom instruction is provided by a faculty who meet the high standards of scholarship required for AACSB and ABET accreditation.

A number of scholarships are awarded annually to College of Business Administration students. Eligibility is determined on the basis of outstanding academic performance.

For those students working toward a degree outside of the College of Business Administration, minors in the areas of accounting, business administration, computer science, economics, entrepreneurship, health care management, human resource management, marketing and professional business are offered. For specific requirements for individual minors, see page 141.

Academic Advising

Academic advising is an integral part of the learning process in the College of Business Administration. The role of the academic adviser is to assist in making appropriate decisions about academic programs and career goals, provide academic information about Winthrop University and degree programs, and suggest appropriate involvement in on-campus, off-campus and experiential opportunities. Freshmen are assigned a faculty adviser after summer orientation and keep the same adviser during the freshman year. Not only will advisers help with program selections and scheduling, but will also be available to assist with the adjustment to university life throughout the first year. At the end of the freshman year, a concentration in the College of Business will be chosen and an adviser will be assigned from that area. Students who transfer after their freshman year are assigned an adviser in the academic concentration of their choice.

Transfer evaluations are completed by the Office of Student Services. The subject matter and the level of the course are considered for evaluation. Upper-level courses in the core and concentration, which have been completed prior to achieving junior status, may be used to meet elective requirements, but must be replaced in the core or concentration by approved advanced courses (if not transferred from an AACSB accredited institution). Upper-level business and computer science courses may not transfer from two-year institutions. In addition to the requirement that the final 31 hours be completed at Winthrop, only 50% of the business core and concentration may transfer toward a business administration degree. CSCI majors must complete 20 hours of CSCI courses numbered above 299 and an additional 9 which may be taken at Winthrop University or any school with programs in Computer Science accredited by (ABET).

The College of Business Administration's Director of Student Services is:

Gay Randolph, Office of Student Services
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Faculty

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Assistant Professors
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Stephanie Lawson
Jayne Maas
Steven Martin
Gay Randolph
James Schultz
Glyn Winterbotham

Visiting Professor, Executive in Residence
James Olson

Bachelor of Science in Business Administration

   Students enrolled in the Bachelor of Science in Business Administration program or enrolled in business classes may not enroll in courses numbered above 299 unless they have at least a 2.0 grade-point average, completed 54 hours, and a grade of C- or better in HMXP 102.

   Transfer students must complete HMXP 102 prior to taking upper-level courses in the College of Business Administration. Students who transfer in 54 or more semester hours must complete this course within their first semester. If, during this time, such students do not earn a C- or better in HMXP 102, they will not be permitted to take additional courses above 299 until this general education requirement is met.

   Within the 124 hours required for this degree, the student must include 48 hours in courses numbered above 299. In addition, students enrolled in the Bachelor of Science in Business Administration programs may not enroll in courses in the College of Business numbered above 299 unless they have taken and passed ACCT 280, ECON 215, QMTH 205 and MATH 105, 151 or 201 within their first 60 semester hours. Transfer students who need to take any of these courses and who meet the other requirements will be permitted to take courses above 299 in these areas during their first two semesters at Winthrop. If, by the end of the second semester, such students have not taken and passed all four of the required courses, they will not be permitted to take additional courses above 299 until those four courses are passed. Students not enrolled in the Bachelor of Science in Business Administration, but taking courses within the College of Business, must only have the specific prerequisites of the courses taken.

Bachelor of Science in Business Administration

General Education Courses		Semester Hours
ACAD 101	Principles of the Learning Academy	1
Critical Skills		
Writing and Critical Thinking (C- or better required)		
WRIT 101, CRTW 201	Composition; Crit Reading, Thinking, & Writing	6
Quantitative Skills		
MATH 105, 151 or MATH 201	Applied Calc, App College Algebra or Calc I	3
Technology		
CSCI 101 and CSCI 101B & D^ and 1 of	Comp & Info Processing; Microsoft Excel; Adv Excel	3-5
CSCI 101A or C	Intermediate Word & Powerpoint; Access	
OR CSCI 151 & CSCI 101B & D^	Overview of Computer Sciences and labs	
OR CSCI 207 and CSCI 101B & D^	Intro to Computer Sciences and labs	
(*^pending Gen Ed approval*)		
Oral Communication	Met in major with WRIT 465	0
Logic/Language/Semiotics	3 hours met with CSCI and labs	
QMTH 205	Business Statistics	3
Skills for Common Experience and Thinking Across Disciplines		
HMXP 102 (C- or better required)	The Human Experience: Who Am I?	3
Global Perspectives	See approved list, p. 16	3
Historical Perspectives	See approved list, p. 16	3
Developing Critical Skills and Applying them to Disciplines		
Social Science		
ECON 215, ECON 216, and one	Microeconomics, Macroeconomics	6
from PSYC 101, SOCL 101 or 201	General Psychology, Social Problems, Prin of Sociology	3
Humanities and Arts	See approved list, p. 16; must include 2 designators	6
Natural Science	See approved list, p. 16; must include a lab science;	7
	must come from 2 different science categories	
Intensive Writing	Met in major with WRIT 465	0
Constitution Requirement	See approved list, p. 16	0-3
Subtotal		**47-50**
Business Administration Program Requirements		**40**
Business Requirements		
ACCT 280	Introduction to Financial Accounting	3
ACCT 281	Introduction to Managerial Accounting	3
FINC 111	Financial Literacy	1
QMTH 210	Business Analytics	3
WRIT 465	Preparation of Oral and Written Reports	3
Core Courses (C- or better required for each course)		
BADM 180	Business Issues and Careers	3
MGMT 321	Management and Leadership	3
MKTG 380	Principles of Marketing	3
MGMT 355	Business Communication and Professional Development	3
MGMT 326	Sustainable Operations	3
MGMT 341	Information Systems and Business Analytics	3
FINC 311	Principles of Finance	3
BADM 250	Legal and Ethical Environment of Business	3
MGMT 480	Business Policy	3
Business Concentration Requirement; choose one of the following: (C- or better required for each course)		**18-27**

Accounting, page 66   Computer Infomations Systems, page 66

Economics, page 66   Entrepreneurship, page 66

Finance, page 67   General Business, page 67

Health Care Management, page 68   Human Resource Mangement, page 68

International Business, page 68 (MGMT 529 is used to meet the Global Requirement, so student may take free electives to satisfy graduation requirements.)

Management, page 68 (If MGMT 529 is used to meet the Global Requirement, student may take free electives to satisfy graduation requirements.)

Marketing, page 69

Sustainable Business, page 69

Electives (Number varies depending on hours required for concentration.)		**7-19**
Total		**124**

See pages 16-18 for additional degree requirements.

Bachelor of Science in Business Administration - Accounting

General Education, see page 65		**47-50**
Business Requirements and Core, see page 65		**40**
Accounting Concentration		**21**
ACCT 303	Accounting Information Systems	3
ACCT 305	Intermediate Accounting I	3
ACCT 306	Intermediate Accounting II	3
ACCT 309	Cost Accounting	3
ACCT 401	Introduction to Tax	3
ACCT 509	Auditing Principles & Procedures	3
One of:		
ACCT 502	Corporate Tax	3
ACCT 505	Intermediate Accounting III	3
ACCT 506	Not for Profit Accounting	3
ACCT 491	Accounting Internship	3
One course from PHIL 230, 575 or MGMT 575		3
Electives		**13-16**
Total		**124**

Bachelor of Science in Business Administration - Computer Information Systems

General Education, see page 65		**47-50**
Business Requirements and Core, see page 65		**40**
Computer Information Systems Concentration		**27**
CSCI 207 & 208	Intro to Computer Sci I & II	8
CSCI 291or 293 or 295 or 392	Cobol, C#, Visual Basic, Java	1
CSCI 325	File Structures	3
CSCI 355	Database Processing	3
CSCI 475	Software Engineering I	3
CSCI 476	Software Engineering II	3
MATH 261	Found of Discrete Mathematics	3
One of:		
ACCT 303	Accounting Information Systems	3
ACCT 309	Cost Accounting	3
CSCI above 299		3
Electives		**7-10**
Total		**124**

Bachelor of Science in Business Administration - Economics

General Education, see page 65		**47-50**
Business Requirements and Core, see page 65		**40**
Economics Concentration		**18**
ECON 315	Microeconomic Theory	3
ECON 316	Macroeconomic Theory	3
ECON 335	Money and Banking	3
Three of any ECON above 299		9
Electives		**16-19**
Total		**124**

Bachelor of Science in Business Administration - Entrepreneurship

General Education, see page 65		**47-50**
Business Requirements and Core, see page 65		**40**
Entrepreneurship Concentration		**18**
ENTR 373	Intro to Entrepreneurship	3
ENTR 374	Strategic Entrepreneurial Growth	3
ENTR 473	Entrepreneurial Finance	3

ENTR 579	Business Plan Development	3
Two of:		
BADM 561	Electronic Commerce for Managers	3
MGMT 322	Introduction to Talent Management	3
MKTG 382	Retailing	3
MKTG 481	Promotion Management	3
MKTG 482	Marketing Research	3
ENTR 491	Internship in Entrepreneurship	3
MKTG 581	Marketing for Global Competitiveness	3
Electives		**16-19**
Total		**124**

Bachelor of Science in Business Administration - Finance

General Education, see page 65		**47-50**
Business Requirements and Core, see page 65		**40**
Take one of two tracks:		
Finance Concentration--Corporate Finance Track		**18**
FINC 312	Intermediate Corporate Financial Management	3
FINC 498	Adv Corp Financial Mgmt	3
FINC 512	Investments	3
FINC 513	Banking and Financial Service Management	3
FINC 514	International Financial Management	3
One of:		
ACCT 305	Intermediate Accounting I	3
ECON 335	Money and Banking	3
FINC 491	Internship in Finance	3
Electives		**16-19**
Total		**124**

Finance Concentration--Financial Planning Track		**21**
ACCT 401	Introduction to Tax	3
BADM 501	Estate Planning	3
FINC 315	Principles of Financial Planning	3
FINC 512	Investments	3
FINC 515	Insurance and Risk Management	3
FINC 516	Employee Benefits and Retirement Planning	3
FINC 420	Financial Plan Development	3
Electives		**13-16**
Total		**124**

Note: Anyone completing any combination of 15 hours of FINC from the above lists plus 3 hours of ACCT, BADM or ECON from the above lists would qualify for the Finance option, general track.

Bachelor of Science in Business Administration - General Business

General Education, see page 65		**47-50**
Business Requirements and Core, see page 65		**40**
General Business Concentration		**18**
MGMT 475	Leadership Theory and Development	3
Choose 6 hours numbered above 299 and 9 hours numbered above 399 from advanced courses in ACCT, BADM, CSCI, ECON, ENTR, FINC, HCMT, MGMT, MKTG. A maximum of 9 hours may be taken from a single designator. Internship course credit must not exceed 3 hours.		15
Electives		**16-19**
Total		**124**

Bachelor of Science in Business Administration - Health Care Management

General Education, see page 65		**47-50**
Business Requirements and Core, see page 65		**40**
Health Care Management Concentration		**21**
HCMT 200	Intro to Health Care Mgmt	3
HCMT 300	The Health Care Manager	3
HCMT 302	Health Care Planning & Marketing	3
HCMT 303	Health Care Organizations & the Legal Environ	3
HCMT 491	Health Care Management Internship	3
HCMT 492	Econ & Health Care Finance	3
HCMT 493	Seminar in Health Care Management	3
Required internship to be taken summer between Jr & Sr year.		
Electives		**13-16**
Total		**124**

Bachelor of Science in Business Administration - Human Resource Management

General Education, see page 65		**47-50**
Business Requirements and Core, see page 65		**40**
Human Resource Management Concentration		**18**
MGMT 322	Introduction to Talent Management	3
MGMT 323	Acquiring Talent	3
MGMT 325	Organizational Theory and Behavior	3
MGMT 522	Growing and Developing Talent	3
MGMT 524	Employment Law	3
MGMT 526	Talent Management Seminar	3
Electives		**16-19**
Total		**124**

Bachelor of Science in Business Administration - International Business

General Education, see page 65		**47-50**
Business Requirements and Core, see page 65		**40**
International Business Concentration		**18**
ECON 521	International Trade & Investment	3
FINC 514	International Financial Management	3
MGMT 529	International Management	3
MKTG 581	Marketing for Global Competitiveness	3
One of:		
BADM 492	Internship in International Business	3
BADM 400	International Field Experience	
BADM 401	Business and Study Abroad	
Choose 3 hours from ANTH 301, 321, 323, 325, 351; FREN 301; GEOG 303, 304, 306; GERM 300, 301; HIST 345, 351, 547, 548, 553, 561; MCOM 302; PLSC 332, 335, 336, 338, 345; RELG 300; SPAN 301, 302		3
Electives		**16-19**
Total		**124**

Note: Students whose first language is English are required to have 6 hrs. of one Foreign Language. If MGMT 529 is used to meet Global Requirement, student may take free electives to satisfy graduation requirements.

Bachelor of Science in Business Administration - Management

General Education, see page 65		**47-50**
Business Requirements and Core, see page 65		**40**
Management Concentration		**18**
MGMT 322	Introduction to Talent Management	3
MGMT 325	Organizational Theory & Behavior	3
MGMT 475	Leadership Theory and Development	3
MGMT 575 or PHIL 575	Business Ethics	3
Two of:		
ENTR 373	Introduction to Entrepreneurship	3
BADM 561	Electronic Commerce	3
MGMT 491	Internship in Management	3
MGMT 529	International Management	3
Electives		**16-19**
Total		**124**

Bachelor of Science in Business Administration - Marketing

General Education, see page 65		**47-50**
Business Requirements and Core, see page 65		**40**
Marketing Concentration		**18**
MKTG 381	Consumer Behavior	3
MKTG 481	Promotion Management	3
MKTG 482	Marketing Research	3
MKTG 489	Marketing Strategy	3
Two of:		
BADM 561	Electronic Commerce for Managers	3
MKTG 382	Retailing	3
MKTG 483	Sales and Relationship Marketing	3
MKTG 491	Internship in Marketing	3
MKTG 581	Marketing for Global Competitiveness	3
Electives		**16-19**
Total		**124**

Bachelor of Science in Business Administration - Sustainable Business

General Education, see page 65		**47-50**
Business Requirements and Core, see page 65		**40**
Sustainable Business Concentration		**18**
SUBU 330	Sustainable Business Practices	3
SUBU 430	Seminar in Sustainable Business	3
ECON 343	Environmental Economics	3
One of:		
ENTR 373	Introduction to Entrepreneurship	3
MGMT 475	Leadership Theory and Development	3
MGMT 529	International Management	3
MGMT/PHIL 575	Business Ethics	3
One of:		
BIOL 106, CHEM 101, ENVS 101, SUST 102, PHYS 105, GEOL 225		3
One of:		
BIOL 323, GEOG 302, 500, 501, GEOG/GEOL 305, HIST 530, PHIL 565, PLSC 325, PSYC 311, SOCL 310, SUST 300		3
Electives		**16-19**
Total		**124**

Bachelor of Science in Computer Science

The Bachelor of Science in Computer Science is accredited by the Computing Accreditation Commission of ABET (www.abet.org).

The goal of the Bachelor of Science in Computer Science is to prepare students for careers in software design and implementation and for graduate study in Computer Science. The students in this program are provided with a background that allows them to progress toward leadership roles.

The goal is implemented by a curriculum that carefully blends theory and applications. After completing a two semester introductory sequence in computer science, the student takes a series of courses that provide a strong background in the basic mathematical tools of calculus, logic, discrete mathematics, and probability and statistics and that provide a good background in the natural and social sciences and the humanities.

Transfer students bringing in upper level Computer Sciences courses may transfer those courses from any school with programs in Computer Science accredited by the Computer Accrediting Commission, ABET.

General Education Courses		Semester Hours
ACAD 101	Principles of the Learning Academy	1
Critical Skills		
Writing and Critical Thinking (C- or better required)		
WRIT 101, CRTW 201	Composition; Critical Reading, Thinking & Writing	6
Quantitative Skills		
MATH 201(C or better required)	Calculus I	4
Technology	Met in major with CSCI 207 and 327	0
Oral Communication	Met in major with CSCI 327	0
Logic/Language/Semiotics	3 hours met in major CSCI 208	0
QMTH 205	Applied Statistics I	3
Skills for Common Experience and Thinking Across Disciplines		
HMXP 102 (C- or better required)	The Human Experience: Who Am I?	3
Global Perspectives	See approved list, p. 16	3
Historical Perspectives	See approved list, p. 16	3
Developing Critical Skills and Applying them to Disciplines		
Social Science	See approved list, p. 16; must have at least 2 designators	6-9*
Humanities and Arts	See approved list, p. 16; must have at least 2 designators	6-9*
*Must have 15 hours within these two areas		
Natural Science		
PHYS 211/212 or CHEM 105, 106/108		8
Choose from the current catalog as follows:		4
BIOL 203/204 or GEOL in the geology minor that is approved as a Natural Science course.		
Intensive Writing	met in major with CSCI 327	0
Constitutional Requirement	See approved list, p. 17; may be met by other requirement	0-3
Subtotal		**50-53**
Additional Math and Science Requirements		**11**
MAED 200	Introduction to Mathematica	1
MATH 202	Calculus II	4
MATH 261	Foundations of Discrete Mathematics	3
A MATH course over 299		3
Computer Science Program Requirements		**46**
CSCI 207	Introduction to Computer Science I	4
CSCI 208	Introduction to Computer Science II	4
CSCI 211	Intro to Assembly Language and Comp Architecture	3
CSCI 271	Algorithm Analysis and Data Structures	3
CSCI 311	Computer Architecture and Organization	3
CSCI 327	Social Implications of Computing	3
CSCI 371	Theoretical Foundations	3
CSCI 411	Operating Systems	3
CSCI 431	Organization of Programming Languages	3
CSCI 475	Software Engineering I	3
CSCI 476	Software Engineering II	3
CSCI courses numbered above 299 (excluding CSCI 514, max 3 hrs from combination of 471 and 491)		9
Choose two different courses from: CSCI 291, 292, 293, 295, 297, 392, or 395		2

Students are required to complete the CSCI culminating assessment exam in the semester in which they graduate. This assessment

exam is administered by the Computer Science & Quantitative Methods Department Chair.

Second Discipline (may count courses in other areas)	**13-24**

Choose one of the following or a minor (other than CSCI):

Information Systems: ACCT 280-281, 303 or 309; MGMT 321, and one of FINC 311, MKTG 380

Physics and Mathematics: PHYS 301, and one of PHYS 315, 321, or 350; MATH 301 and 305

Electives	**0-4**
Total	**124**

A cumulative 2.0 GPA or better is required on courses in the Computer Science Program Requirements.

See pages 16-18 for additional degree requirements.

Bachelor of Arts in Economics

Economics provides students with an analytical training that is a valuable asset in any career. Many graduates enter the workforce directly and find employment in such diverse areas as banking and finance, management, government service, labor relations, policy research, sports management, consulting, journalism, and marketing. Other students use economics as a foundation for graduate programs in law, business, economics, and policy studies.

General Education Courses		**Semester Hours**
ACAD 101	Principles of the Learning Academy	1
Critical Skills		
Writing and Critical Thinking (C- or better required)		
WRIT 101, CRTW 201	Composition; Crit Reading, Thinking, & Writing	6
Quantitative Skills		
MATH 105 or MATH 201	Calc for Managerial and Life Sci or Calculus I	3-4
Technology		
CSCI 101 and CSCI 101B and 101C	Comp & Info Processing; Microsoft Excel & Access	
and either CSCI 101A or 101P	Intermediate Word & Powerpoint; C++Programming	3
Oral Communication		
WRIT 465	Preparation of Oral & Written Reports	3
Logic/Language/Semiotics		
QMTH 205, 206	Applied Statistics I & II	6
Skills for Common Experience and Thinking Across Disciplines		
HMXP 102 (C- or better required)	The Human Experience: Who Am I?	3
Global Perspectives	See approved list, p. 16	3
Historical Perspectives	See approved list, p. 16	3
Developing Critical Skills and Applying them to Disciplines		
Social Science	6 hours met in major with ECON 215 and 216	0
Choose from approved list of courses, p. 16; may not use ECON designator		3
Humanities and Arts	See approved list, p. 16; must include 2 designators	6
Natural Science	See approved list, p. 16; must include a lab science;	7
	must come from 2 different science categories	
Intensive Writing	Met with WRIT 465	0
Constitution Requirement	See approved list, p. 16	0-3
Subtotal		**47-51**
Economics Courses		**30**
ECON 215	Prin of Microeconomics	3
ECON 216	Prin of Macroeconomics	3
ECON 315	Microeconomic Analysis	3
ECON 316	Macroeconomic Analysis	3
Six courses from ECON above 299		18
Minor		**15-24**
Electives		**16-35**
Total		**124**

See pages 16-18 for additional degree requirements.

Students majoring in Digital Information Design have four concentrations to choose from: Digitial Commerce, Digital Mass Media , Interactive Media, and Web Application Design. Within the program, all students take a 27-27.5 semes-ter-hour core of courses emphasizing basic and advanced skills in design, digital information, communication theory and the Internet, information systems and organizations, visual design of complex systems, law and ethics, and seminar courses. Students from all tracks work together in a final senior experience that involves collaborating with real-world clients.

Bachelor of Science in Digital Information Design with a concentration in Digital Commerce

General Education Courses		Semester Hours
ACAD 101	Principles of the Learning Academy	1
Critical Skills		
Writing and Critical Thinking (C- or better required)		
WRIT 101, CRTW 201	Composition; Crit Reading, Thinking, & Writing	6
Quantitative Skills		
MATH 151, or a MATH course that includes Calculus or has Calculus as a prerequisite		3
Technology	Met in major with CSCI 101 and labs	0
Oral Communication		
WRIT 465	Preparation of Oral & Written Reports	3
Logic/Language/Semiotics	Met in major with VCOM 262 and DIFD 141	0
Skills for Common Experience and Thinking Across Disciplines		
HMXP 102 (C- or better required)	The Human Experience: Who Am I?	3
Global Perspectives	See approved list, p. 16	3
Historical Perspectives	See approved list, p. 16	3
Developing Critical Skills and Applying them to Disciplines		
Social Science		
ECON 215, PSYC 101	Microeconomics, General Psychology	6
	See approved list, p. 16	0-3
Humanities and Arts	See approved list, p. 16; must include 2 designators	6-9
Natural Science	See approved list, p. 16; must include a lab science; must come from 2 different science categories	7
Intensive Writing	Met with WRIT 465	0
Constitution Requirement	See approved list, p. 16	0-3
Subtotal		**44-47**
Information Design Core		**27-27.5**
CSCI 101 & 101 A, F & P	Intro to Comp & Info Proc; Intermed Word, Photoshop, C++	3-3.5
or CSCI 151 and CSCI 101F	Overview of Computer Science; Photoshop	
DIFD 141	Introduction to Web Application Design	4
DIFD 151	Introduction to Information Design	1
VCOM 262	Introduction to Web Design	3
DIFD 211	Communication Theory and the Internet	3
DIFD 351	Information Design Seminar: Special Topics	1
DIFD 321	Information Systems and Organizations	3
DIFD 322	Visual Design of Complex Systems	3
DIFD 415	Law and Ethics for Digital Media	3
DIFD 451	Senior Synthesis	3
Digital Commerce Concentration		**37**
CSCI 101 B & C	Microsft Excel & Access	1
MATH 151	Applied Algebra	3
ACCT 280	Intro to Financial Accounting	3
QMTH 205 & 206	Business Statistics and Applied Statistics II	6
MKTG 380	Principles of Marketing	3
MKTG 482	Marketing Research	3
MGMT 341	Information Systems and Business Analytics	3
BADM 561	Electronic Commerce for Managers	3
MCOM 226	Multimedia Storytelling and Production	3
MCOM 341	Advertising Principles	3
Choose 2 courses from the following:		
MKTG 381, 382, 481, 581		6
Electives		**12.5-16**
Total		**124**

See pages 16-18 for additional degree requirements.

Bachelor of Science in Digital Information Design with a concentration in Digital Mass Media

General Education Courses		Semester Hours
ACAD 101	Principles of the Learning Academy	1
Critical Skills		
Writing and Critical Thinking		
WRIT 101*, CRTW 201**	Composition; Crit Reading, Thinking, & Writing	6
Quantitative Skills		
MATH 150 (recommended) or 151, or a MATH course that includes Calculus or has Calc as a prereq		3
Technology	Met in major with CSCI 101 and labs	0
Oral Communication		
SPCH 201	Public Speaking	3
Logic/Language/Semiotics	Met in major with VCOM 262 and DIFD 141	0
Skills for Common Experience and Thinking Across Disciplines		
HMXP 102*	The Human Experience: Who Am I?	3
Global Perspectives	See approved list, p. 16	3
Historical Perspectives		
HIST 212	US History since 1877	3
Developing Critical Skills and Applying them to Disciplines		
Social Science		
ECON 215, PSYC 101	Microeconomics, General Psychology	6
PLSC 202	State and Local Government	3
Humanities and Arts	See approved list, p. 16; must include 2 designators	6
Natural Science	See approved list, p. 16; must include a lab science; must come from 2 different science categories	7
Intensive Writing	Met in major with MCOM 441	0
Constitution Requirement	See approved list, p. 16	3
Subtotal		**47**
Information Design Core		**27-27.5**
CSCI 101 & 101 A, F & P	Intro to Comp & Info Proc; Intermed Word, Photoshop, C++	3
Or CSCI 151 & CSCI 101F	Overview of Computer Science; Photoshop	3.5
DIFD 141	Introduction to Web Application Design	4
DIFD 151	Introduction to Information Design	1
VCOM 262	Introduction to Web Design	3
DIFD 211	Communication Theory and the Internet	3
DIFD 351	Information Design Seminar: Special Topics	1
DIFD 321	Information Systems and Organizations	3
DIFD 322	Visual Design of Complex Systems	3
DIFD 415	Law and Ethics for Digital Media	3
DIFD 451	Senior Synthesis	3
Digital Mass Media Concentration		**30-31**
MCOM 241*	Media Writing	3
MCOM 226	Multimedia Storytelling and Production	3
MCOM 342	Advanced Reporting and Writing	3
MCOM 346	Television Production	3
MCOM 441	Reporting Public Affairs	3
VCOM 261	Electronic Image Making	3
VCOM 363	Multimedia Design I	3
QMTH 205	Applied Statistics	3
Choose 2 courses from the following (Internship optional)		6-7
MCOM 333, 345, 349, 471, 461, 462, 463		
Electives		**17.5-20**
Total		**124**

Requires B- or higher
Requires C- or higher

See pages 16-18 for additional degree requirements.

Bachelor of Science in Digital Information Design with a concentration in Interactive Media

General Education Courses		Semester Hours
ACAD 101	Principles of the Learning Academy	1
Critical Skills		
Writing and Critical Thinking (C- or better required)		
WRIT 101, CRTW 201	Composition; Crit Reading, Thinking, & Writing	6
Quantitative Skills		
MATH 150 (recommended) or 151, or a MATH course that includes Calculus or has Calc as a prereq		3
Technology	Met in major with CSCI and labs	0
Oral Communication		
WRIT 465	Preparation of Oral and Written Reports	3
Logic/Language/Semiotics	Met in major with VCOM 262	0
Skills for Common Experience and Thinking Across Disciplines		
HMXP 102 (C- or better required)	The Human Experience: Who Am I?	3
Global Perspectives	See approved list, p. 16	3
Historical Perspectives	Met in major with ARTH 176	0
Developing Critical Skills and Applying them to Disciplines		
Social Science		
ANTH 201, PSYC 101	Intro to Cultural Anthropology, General Psychology	6
SOCL 201	Principles of Sociology	3
Humanities and Arts	See approved list, p. 16; must include 2 designators	6
Natural Science	See approved list, p. 16; must include a lab science; must come from 2 different science categories	7
Intensive Writing	Met with WRIT 465	0
Constitution Requirement	See approved list, p. 16	3
Subtotal		**44**
Information Design Core		**27-27.5**
CSCI 101 & 101 A, F & P	Intro to Comp & Info Proc; Intermed Word, Photoshop, C++	3-3.5
or CSCI 151 and CSCI 101F	Overview of Computer Science; Photoshop	
DIFD 141	Introduction to Web Application Design	4
DIFD 151	Introduction to Information Design	1
VCOM 262	Introduction to Web Design	3
DIFD 211	Communication Theory and the Internet	3
DIFD 251	Information Design Seminar: Special Topics	1
DIFD 321	Information Systems and Organizations	3
DIFD 322	Visual Design of Complex Systems	3
DIFD 415	Law and Ethics for Digital Media	3
DIFD 451	Senior Synthesis	3
Interactive Media Concentration		**52.5**
ARTH 176	Intro to Art History from Renaissance to Present	3
VCOM 374	History of Graphic Design and Illustration	3
CSCI 101C	Microsoft Access	0.5
CSCI 241 & 242	Client/Server Programming for the World Wide Web I & II	7
VCOM 120	Rapid Visualization Drawing	3
VCOM 150	Design Studio Skills	3
VCOM 151	Design Fundamentals	3
VCOM 154	Design and Color	3
VCOM 261	Electronic Image Making	3
VCOM 300	Specialization Portfolio Review	0
VCOM 258	Introduction to Typography	3
VCOM 259	Introduction to Graphic Design	3
VCOM 362	Interactive Media	3
VCOM 363	Multimedia Design I	3
VCOM 462	Interface Design in Alternative e-media	3
VCOM 463	Multimedia Design II	3
Choose two courses within the following groups:		6
Mass communication: MCOM 226 & 342		
Music: MUST 531 & 532		
Illustration/Graphic Design: VCOM 222, 355, 358, 361		
Electives		**0**
Total		**124.5**

See pages 16-18 for additional degree requirements.

Bachelor of Science in Digital Information Design with a concentration in Web Application Design

General Education Courses		Semester Hours
ACAD 101	Principles of the Learning Academy	1
Critical Skills		
Writing and Critical Thinking (C- or better required)		
WRIT 101, CRTW 201	Composition; Crit Reading, Thinking, & Writing	6
Quantitative Skills		
MATH 150 (recommended) or 151, or a MATH course that includes Calculus or has Calc as a prereq		3
Technology	Met in major with CSCI and labs	0
Oral Communication		
WRIT 465 or CSCI 327	Prep of Oral & Written Reports, Soc Implications of Comp	3
Logic/Language/Semiotics	Met in major with DIFD 141	0
Skills for Common Experience and Thinking Across Disciplines		
HMXP 102 (C- or better required)	The Human Experience: Who Am I?	3
Global Perspectives	See approved list, p. 16	3
Historical Perspectives	See approved list, p. 16	3
Developing Critical Skills and Applying them to Disciplines		
Social Science		
PSYC 101	General Psychology	3
Electives	See approved list, p. 16	3-6*
Humanities and Arts	See approved list, p. 16; must include 2 designators	6-9*
*Must take 15 hours from these two categories		
Natural Science	See approved list, p. 16; must include a lab science; must come from 2 different science categories	7
Intensive Writing	Met with WRIT 465 or CSCI 327	0
Constitution Requirement	See approved list, p. 16	0-3
Subtotal		**44-47**
Information Design Core		**27-27.5**
CSCI 101 & 101 A, F & P	Intro to Comp & Info Proc; Intermed Word, Photoshop, C++	3-3.5
or CSCI 151 and CSCI 101F	Overview of Computer Science; Photoshop	
DIFD 141	Introduction to Web Application Design	4
DIFD 151	Introduction to Information Design	1
VCOM 262	Introduction to Web Design	3
DIFD 211	Communication Theory and the Internet	3
DIFD 351	Information Design Seminar: Special Topics	1
DIFD 321	Information Systems and Organizations	3
DIFD 322	Visual Design of Complex Systems	3
DIFD 415	Law and Ethics for Digital Media	3
DIFD 451	Senior Synthesis	3
Web Application Design Concentration		**32**
QMTH 205	Applied Statistics	3
CSCI 101B & C	Microsoft Excel and Access	1
CSCI 241 & 242	Client/Server Programming for the World Wide Web I & II	7
CSCI 475 & 476	Software Engineering I & II	6
CSCI 521	Software Project Management	3
CSCI 441	Web Application Design and Development	3
CSCI 355	Database Processing	3
VCOM 362	Interactive Media	3
VCOM 462	Interface Design in Alternative e-media	3
Electives		**16.5-21**
Total		**124**

See pages 16-18 for additional degree requirements.