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 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 lifelong 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
226 Thurmond Building
(803) 323-4833, Fax (803) 323-3960
randolphg@winthrop.edu.
Faculty

Professors
Charles E. Alvis
Robert H. Breakfield
Qidong Cao
Clarence Coleman
Steven Frankforter
Barbara K Fuller
James McKim
Richard L. Morris
Louis J. Pantuosco
Cara Peters
Emma Jane Riddle
D. Keith Robbins, Chair
Management & Marketing
Marilyn Smith
Martha C. Spears
Gary L. Stone
William I. Thacker
Jane B. Thomas
Roger D. Weikle, Dean

Associate Professors
Keith Benson
Barbara Burgess-Wilkerson
Melissa Carsten
Stephen Dannelly, Chair
Computer Science & Quantitative Methods
Chlovia Garrison
Malayka Klimchak
Willis Lewis
Harold Manasa
Michael Matthews
Anne Olsen
Hemant Patwardhan
Barbara Pierce, Chair
Accounting, Finance & Economics
Brooke Stanley
Robert Stonebraker
Laura Ullrich

Assistant Professors
Andrew Besmer
Page Bowden
Patrice Burleson
Adriana Cordis
Marguerite Doman
Philip Gibson
Peggy W. Hager
James Hammond
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

<table>
<thead>
<tr>
<th>General Education Courses</th>
<th>Semester Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACAD 101</td>
<td>Principles of the Learning Academy</td>
</tr>
</tbody>
</table>

**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 CSCI 101A or C
Comp & Info Processing; Microsoft Excel; Adv Excel | 3-5 |

OR CSCI 151 & CSCI 101B & D^; Overview of Computer Sciences and labs
Intermediate Word & Powerpoint; Access

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 | 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; must come from 2 different science categories | 7 |

**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
- Economics, page 66
- Finance, page 67
- Health Care Management, page 68
- International Business, page 68
- 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
Business Requirements and Core, see page 65
Accounting Concentration
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
Business Requirements and Core, see page 65
Computer Information Systems Concentration
CSCI 207 & 208 Intro to Computer Sci I & II 8
CSCI 291 or 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
Business Requirements and Core, see page 65
Economics Concentration
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
Business Requirements and Core, see page 65
Entrepreneurship Concentration
ENTR 373 Intro to Entrepreneurship 3
ENTR 374 Strategic Entrepreneurial Growth 3
ENTR 473 Entrepreneurial Finance 3
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.
Electives  16-19
Total  124
Bachelor of Science in Business Administration - Health Care Management

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

Bachelor of Science in Business Administration - Human Resource Management

General Education, see page 65  
Business Requirements and Core, see page 65  
Human Resource Management Concentration  
   MGMT 322  Introduction to Talent Management  
   MGMT 323  Acquiring Talent  
   MGMT 325  Organizational Theory and Behavior  
   MGMT 522  Growing and Developing Talent  
   MGMT 524  Employment Law  
   MGMT 526  Talent Management Seminar  
Electives  
Total  

Bachelor of Science in Business Administration - International Business

General Education, see page 65  
Business Requirements and Core, see page 65  
International Business Concentration  
   ECON 521  International Trade & Investment  
   FINC 514  International Financial Management  
   MGMT 529  International Management  
   MKTG 581  Marketing for Global Competitiveness  
   One of:  
   BADM 492  Internship in International Business  
   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  
Electives  
Total  

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
  - 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
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.

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

*Must have 15 hours within these two areas

Students are required to complete the CSCI culminating assessment exam in the semester in which they graduate. This assessment
exams are administered by the Computer Science & Quantitative Methods Department Chair.

**Second Discipline (may count courses in other areas)**

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**

**Total**

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**

- **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

- **Humanities and Arts**
  - See approved list, p. 16; may not use ECON designator 3

- **Natural Science**
  - See approved list, p. 16; must include 2 designators 6

  **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**

- **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: Digital Commerce, Digital Mass Media, Interactive Media, and Web Application Design. Within the program, all students take a 27-27.5 semester-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

<table>
<thead>
<tr>
<th>General Education Courses</th>
<th>Semester Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACAD 101 Principles of the Learning Academy</td>
<td>1</td>
</tr>
<tr>
<td><strong>Critical Skills</strong></td>
<td></td>
</tr>
<tr>
<td>Writing and Critical Thinking (C- or better required)</td>
<td></td>
</tr>
<tr>
<td>WRIT 101, CRTC 201 Composition; Crit Reading, Thinking, &amp; Writing</td>
<td>6</td>
</tr>
<tr>
<td><strong>Quantitative Skills</strong></td>
<td></td>
</tr>
<tr>
<td>MATH 151, or a MATH course that includes Calculus or has Calculus as a prerequisite</td>
<td>3</td>
</tr>
<tr>
<td><strong>Technology</strong></td>
<td></td>
</tr>
<tr>
<td>Met in major with CSCI 101 and labs</td>
<td>0</td>
</tr>
<tr>
<td><strong>Oral Communication</strong></td>
<td></td>
</tr>
<tr>
<td>WRIT 455 Preparation of Oral &amp; Written Reports</td>
<td>3</td>
</tr>
<tr>
<td><strong>Logic/Language/Semiotics</strong></td>
<td></td>
</tr>
<tr>
<td>Met in major with VCOM 262 and DIFD 141</td>
<td>0</td>
</tr>
<tr>
<td><strong>Skills for Common Experience and Thinking Across Disciplines</strong></td>
<td></td>
</tr>
<tr>
<td>HMXP 102 The Human Experience: Who Am I?</td>
<td>3</td>
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<td><strong>Global Perspectives</strong></td>
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<td><strong>Historical Perspectives</strong></td>
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<td>3</td>
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<tr>
<td><strong>Developing Critical Skills and Applying them to Disciplines</strong></td>
<td></td>
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<tr>
<td>Social Science</td>
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</tr>
<tr>
<td>ECON 215, PSYC 101 Microeconomics, General Psychology</td>
<td>6</td>
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<tr>
<td>See approved list, p. 16</td>
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<tr>
<td>Humanities and Arts</td>
<td></td>
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<tr>
<td>See approved list, p. 16; must include 2 designators</td>
<td>6-9</td>
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<tr>
<td>Natural Science</td>
<td></td>
</tr>
<tr>
<td>See approved list, p. 16; must include a lab science; must come from 2 different science categories</td>
<td>7</td>
</tr>
<tr>
<td><strong>Intensive Writing</strong></td>
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</tr>
<tr>
<td>Met with WRIT 465</td>
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<tr>
<td><strong>Constitution Requirement</strong></td>
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<td>See approved list, p. 16</td>
<td>0-3</td>
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<tr>
<td><strong>Information Design Core</strong></td>
<td>27-27.5</td>
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<tr>
<td>CSCI 101 &amp; 101 A, F &amp; P Intro to Comp &amp; Info Proc; Intermed Word, Photoshop, C++</td>
<td>3-3.5</td>
</tr>
<tr>
<td>or CSCI 151 and CSCI 101F Overview of Computer Science; Photoshop</td>
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<tr>
<td>DIFD 141 Introduction to Web Application Design</td>
<td>4</td>
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<tr>
<td>DIFD 151 Introduction to Information Design</td>
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<tr>
<td>VCOM 262 Introduction to Web Design</td>
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<td>DIFD 211 Communication Theory and the Internet</td>
<td>3</td>
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<tr>
<td>DIFD 351 Information Design Seminar: Special Topics</td>
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<tr>
<td>DIFD 321 Information Systems and Organizations</td>
<td>3</td>
</tr>
<tr>
<td>DIFD 322 Visual Design of Complex Systems</td>
<td>3</td>
</tr>
<tr>
<td>DIFD 415 Law and Ethics for Digital Media</td>
<td>3</td>
</tr>
<tr>
<td>DIFD 451 Senior Synthesis</td>
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<td><strong>Digital Commerce Concentration</strong></td>
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<tr>
<td>CSCI 101 B &amp; C Microsoft Excel &amp; Access</td>
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<tr>
<td>MATH 151 Applied Algebra</td>
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<tr>
<td>ACCT 280 Intro to Financial Accounting</td>
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<tr>
<td>QMTH 205 &amp; 206 Business Statistics and Applied Statistics II</td>
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<tr>
<td>MKTG 380 Principles of Marketing</td>
<td>3</td>
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<tr>
<td>MKTG 482 Marketing Research</td>
<td>3</td>
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<tr>
<td>MGMT 341 Information Systems and Business Analytics</td>
<td>3</td>
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<tr>
<td>BADM 561 Electronic Commerce for Managers</td>
<td>3</td>
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<tr>
<td>MCOM 226 Multimedia Storytelling and Production</td>
<td>3</td>
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<tr>
<td>MCOM 341 Advertising Principles</td>
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<td>Choose 2 courses from the following:</td>
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<tr>
<td>MKTG 381, 382, 481, 581</td>
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<tr>
<td><strong>Electives</strong></td>
<td>12.5-16</td>
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<tr>
<td><strong>Total</strong></td>
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</table>

See pages 16-18 for additional degree requirements.
Bachelor of Science in Digital Information Design with a concentration in Digital Mass Media

<table>
<thead>
<tr>
<th>General Education Courses</th>
<th>Semester Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACAD 101 Principles of the Learning Academy</td>
<td>1</td>
</tr>
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</table>

**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**

- 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**

- 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

<table>
<thead>
<tr>
<th>General Education Courses</th>
<th>Semester Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACAD 101 Principles of the Learning Academy</td>
<td>1</td>
</tr>
</tbody>
</table>

**Critical Skills**

| Writing and Critical Thinking (C- or better required) | 6              |
| WRIT 101, CRTW 201 Composition; Crit Reading, Thinking, & Writing |

**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 |

**Oral Communication**

| WRIT 465 Preparation of Oral and Written Reports | 3              |
| Logic/Language/Semiotics | Met in major with VCOM 262 |

**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 |
| Historical Perspectives | Met in major with ARTH 176 |

**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 |

**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 415 Law and Ethics for Digital Media | 3              |
| DIFD 431 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:

- 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

<table>
<thead>
<tr>
<th>General Education Courses</th>
<th>Semester Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACAD 101</td>
<td>1</td>
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</tbody>
</table>

**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**

- 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**

- 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.