BIA: DIGITAL MEDIA AND DESIGN TRACK

BIA - Digital Media and Design Track Requirements: 18 Credits

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>BIA 350</td>
<td>Systems Analysis and Design</td>
<td>3</td>
</tr>
<tr>
<td>BIA 354</td>
<td>Data and Information Management</td>
<td>3</td>
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<tr>
<td>BIA 375</td>
<td>Business Application Development</td>
<td>3</td>
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Select six credits from the following: 6

- GDE 324  Digital Foundations for the Web
- GDE 380  Graphic Design
- GDE 381  Graphic Design II
- GDE 423  Interaction Design

Select three additional credits in BIA numbered 300 and above. 3

Total Credits 18

1 BIA 366 Business Intelligence and Analytics Internship may count as an elective.

BIA majors must take (at minimum) two business electives outside of the BIA area. A business elective is any upper division business class (EXCEPT MKT 319, MGT 301, MGT 385 and FIN 301). Business foundation classes are not considered business electives. If a student double majors, courses taken as part of the second major fulfill the business electives requirement.

Course substitutions must have Department Chair approval. Travel courses cannot count as major electives.