

Emerging Technology in Business and Design - Bachelor of Arts in Emerging Technology in Business and Design

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The BA in Emerging Technology in Business and Design (ET) is an interdisciplinary degree designed to provide depth in theory and practice of interactive & digital design, development, business, innovation, and digital disruption.

Grounded in Miami University's tradition of liberal education, the BA in ET represents the liberal arts of the 21st Century, providing a foundation in information and digital literacy supporting the study of digital startups, multimedia authorship/critical theory, digital & social media marketing, web & app development, virtual/augmented reality, game design/development, user-experience design, and more.

This foundation is then complemented with a set of electives providing depth in a selected area of interest, as well as a series of courses designed around working with external partners and building a portfolio. Admittance into the ET major is competitive. Admission details can be found at <http://miamioh.edu/cca/aims/admission>.

The BA in ET has four foundational pillars:

- Design
- Business
- Technology
- Collaboration & Making

These foundations provide the context for a set of four or more electives chosen to develop expertise and depth in one or more areas of ET, all of which is tied together in the capstone client-based consulting agency within ET as well as the ET Thesis class.

Program Requirements

Digital Concentration (63 credit hours)

Code	Title	Credit Hours
Introduction		
IMS 101	Introduction to Emerging Technology in Business and Design	1
IMS 105	Digital Literacy	1
IMS 109	Digital Ethics	1
Foundation: Design		
IMS 254	Design Thinking & Design Principles Applied	3
IMS 259	Art and Digital Tools I	3
IMS 354	Intermed Interaction Design	3
Foundation: Business		

IMS 224	Professional Communication & Digital Rhetoric	3
IMS 414	Web and Social Media Analytics	3
IMS 413	User Experience Research	3
IMS 418	Social Media Marketing and Online Community Management	3
or IMS 419	Digital Branding	
or IMS 407	Interactive Business Communication	

Foundation: Technology

IMS 211	Introduction to Game Studies	3
or IMS 212	Introduction to Game Design	
IMS 222	Introduction to Interaction Design and Development	3
IMS 322	Intermediate Interaction Design and Development	3

Advanced Web Course (Pick One)

IMS 351	Introduction to Mobile Application Development	3
IMS 422	Advanced Interaction Design and Development	3
CSE 251	Introduction to Game Programming	3
IMS 375	Human Robot Interaction	3

Foundation: Collaboration

IMS 228	Collaborative Laboratory	3,3
IMS 340	Internship <small>Typically taken in Summer</small>	0
IMS 355	Principles and Practices of Managing Interactive Projects	3
or IMS 421	Digital Product Management	

Integration

Digital Concentration Focus Courses (12 credits) ¹

Focus 1		3
Focus 2		3
Focus 3		3
Focus 4		3
IMS 452	Senior Degree Project	3
IMS 440	Emerging Technology Practicum	3

Total Credit Hours

63

¹ Digital concentration focus electives are any ETBD class not counted for another requirement or could be any class in the table below. They are ideally determined in collaboration with an advisor and may not be applied to any other ETBD degree requirement.

Applied Concentration (63 credit hours minimum)

Code	Title	Credit Hours
Introduction		
IMS 101	Introduction to Emerging Technology in Business and Design	1
IMS 105	Digital Literacy	1
IMS 109	Digital Ethics	1

Foundation: Design

IMS 254	Design Thinking & Design Principles Applied	3
IMS 259	Art and Digital Tools I	3
IMS 354	Intermed Interaction Design	3

Foundation: Business

IMS 224	Professional Communication & Digital Rhetoric <i>Strongly Recommended</i>	3
or IMS 407	Interactive Business Communication	
IMS 413	User Experience Research	3
IMS 414	Web and Social Media Analytics	3
IMS 418	Social Media Marketing and Online Community Management	3
or IMS 419	Digital Branding	

Foundation: Technology

IMS 222	Introduction to Interaction Design and Development	3
IMS 322	Intermediate Interaction Design and Development	3
Advanced Web Course (Pick One)		3
IMS 422	Advanced Interaction Design and Development	
CSE 251	Introduction to Game Programming	
IMS 351	Introduction to Mobile Application Development	

Foundation: Collaboration

IMS 228	Collaborative Laboratory	3
IMS 340	Internship <i>Typically taken in Summer</i>	0
IMS 355	Principles and Practices of Managing Interactive Projects	3
or IMS 421	Digital Product Management	

Applied Expertise (21 Credit hours in another major)² 21**Integration**

IMS 452	Senior Degree Project	3
or IMS 440	Emerging Technology Practicum	

Total Credit Hours 63

² Applied expertise courses can be any set of courses, totaling a minimum of 21 hours, that are from a different major, but the completion of that major is not required. Courses used for this requirement may not be applied to any other ET degree requirement.

Digital Concentration Focus Courses

ET majors who choose the Digital Concentration must complete four "Digital Concentration Focus Courses." **These can be any IMS-prefix courses not used for other ET requirements. We encourage students to take classes that help develop specific deep expertise.** If you want to complement that expertise with additional domain expertise offered by another department, the list of acceptable classes is provided below. Some of these courses are cross-listed with IMS. Please note that ET students are not guaranteed to get into any of these courses offered by other departments. These courses may have prerequisites or enrollment restrictions. Students interested in taking any of these courses should first determine their

enrollment eligibility and if needed, contact the department offering the course about their force-add process.

Code	Title	Credit Hours
Select from any IMS-prefix course not used above, courses below, or additional courses in consultation with advisor.		
ARC 404Y		3
ART 111	Visual Fundamentals: Design and Composition	3
ART 251	Typography	3
ART 449	Design Career Readiness	3
ART 453	Highwire Brand Studio	4
ART 496	Seminar on Theory for Visual Artists	3
CCA 111	Innovation, Creativity and Design Thinking	3
CMA 256	Design, Perception & Audience	3
CSE 174	Fundamentals of Problem Solving and Programming	3
CSE 201	Introduction to Software Engineering	3
CSE 302	Software Construction	3
CSE 212	Software Engineering for User Interface and User Experience Design	3
CSE 251	Introduction to Game Programming	3
CSE 252	Web Application Programming	3
CSE 271	Object-Oriented Programming	3
CSE 273	Optimization Modeling	3
CSE 274	Data Abstraction and Data Structures	3
CSE 278	Systems I: Introduction to Systems Programming	3
CSE 202	Software Requirements	3
EDL 204	Sociocultural Studies in Education	3
EDL 232	Introduction to Community-Based Leadership	3
EDP 272	Introduction to Disability Studies	3
EDP 279	Technology + Media Literacy and Learning	3
EDP 324	Research and Applied Writing Across the Disciplines	3
ENG 171	Humanities and Technology	3
ENG 213	Writing for Film and TV	3
ENG 407	Interactive Business Communication	3
ENG 411	Visual Rhetoric	3
ENG 412	Print and Digital Editing	3
ENG 416	Writing for Global Audiences	3
ENG 424	Ethics and Digital Media	3
ENG 426	Developing & Publishing Digital Books	3
ESP 201	Introduction to Entrepreneurship and Business Models	3
ESP 251	Entrepreneurial Value Creation and Capture	3
ESP 252	Entrepreneurial Mindset: Creativity and Organization	3
ESP 321	Startup Entrepreneurship	3

ESP 331	Social Entrepreneurship	3
ESP 341	Corporate Entrepreneurship	3
ESP 351	Creativity in Entrepreneurship	3
ESP 401	Entrepreneurship: New Ventures	3
ESP 461	Entrepreneurial Consulting	3
FSW 295	Research and Evaluation Methods	3
ISA 245	Database Systems and Data Warehousing	3
ISA 281	Concepts in Business Programming	3
ISA 301	Business Data Communications and Security	3
ISA 305	Information Technology Governance, Risk Management, Security and Audit	3
ISA 401	Business Intelligence and Data Visualization	3
ISA 403	Building Web and Mobile Business Applications	3
ISA 405	Information Security	3
ISA 414	Managing Big Data	3
ISA 481	Topics in Information Systems	3-4
ISA 491	Introduction to Data Mining in Business	3
MAC 202	The Smartphone and Society	3
MAC 211	Intermediate Video Production	4
MAC 325	Social Media Cultures	3
MKT 335	Analytical Research and Reasoning for Marketers	3
MKT 345	Building and Managing Strong Brands	3
MKT 395	Strategic Thinking and Decision-Making in Marketing	3
MKT 419	Digital Branding	3
MKT 442	Highwire Brand Studio	4-8
MME 375	Human Robot Interaction	3
MUS 221	Music Technologies	3
MUS 304	Electronic Music	3
MUS 306	Electroacoustic Music	3
STA 261	Statistics	4
STA 301	Applied Statistics	3
STA 333	Nonparametric Statistics	3
STA 363	Introduction to Statistical Modeling	3
STA 402	Statistical Programming	3
STA 404	Advanced Data Visualization	3
STA 432	Survey Sampling in Business	3
STA 475	Data Analysis Practicum	3