



This program offers students an opportunity to learn about human-centred systems and technology, combined with business knowledge. Its graduates will be well prepared for leadership positions in industry with a strong understanding of how to deploy design processes in larger managerial and technological contexts as well as identifying market opportunities and getting funding.

## A Joint Major in Business Administration and Interactive Arts and Technology requires a total of 120 units, which must include the following requirements:

- a) Lower division requirements
- b) Writing, Quantitative and Breadth requirements (WQB) - If admitted to SFU Fall 2006 onward
- c) Business Core Courses
- d) Bus 400+ Requirement
- e) SIAT Upper Division Requirements
- f) SIAT Concentrations

\*If admitted to SFU before Fall 2006, BBA students must complete Group Requirements A, B and C.

### The upper division credit requirements of this Joint Major are:

22 units of Upper Division credit in Business Administration or BUEC

21 units of Upper Division credit in Interactive Arts and Technology

2\* units of Upper Division credit

\* The 2 units of upper division credit may be satisfied by taking either Bus 360-4 or IAT 309 or any other elective

### Admission is required from both Business Administration and Interactive Arts.

Refer to: Business Administration: <http://beedie.sfu.ca/bba/apply/>

Interactive Arts and Technology: [www.siat.sfu.ca](http://www.siat.sfu.ca)

#### a) Lower Division Requirements

For Business Administration

- Buec 232-4 - Data and Decisions I (or Stats 270)
- Bus 207 -3 - Managerial Economics (or Econ 301-4)\*
- Bus 251-3 - Financial Accounting I
- Bus 254 -3 - Managerial Accounting I\*
- Bus 272-3 - Behavior in Organizations
- Econ 103-4 - Principles of Microeconomics
- Econ 105-4 - Principles of Macroeconomics
- Math 157-3 - Calculus of the Social Sciences I (or Math 150-4, 151-3 or 154-3)

and

- A recognized "W" course worth at least 3 units (For example: Tech 101W-3 or Engl 102W-3 - Introduction to Poetry).

\*Not required for admission to program.

- CMPT 120-3 - Introduction to Computing Science and Programming I
- IAT 100-3 - Systems of Media Representation
- IAT 102-3 - Graphic Design
- IAT 201-3 - Human-Computer Interaction and Cognition
- IAT 235-3 - Information Design

- IAT 265-3 - Multimedia Programming for Art and Design or CMPT 265 Multimedia Programming for Art and Design
- Depending on your concentration within SIAT, choose one of\*:

Media Arts

- IAT 202-3 - New Media Images or IAT 101

Design

- IAT 233-3 - Spatial Design

Informatics

- IAT 267-3 - Introduction to Technical System or CMPT 267-3 - Introduction to Technical Systems

\*Students must choose a SIAT concentration

## **b) Writing, Quantitative and Breadth Requirements (WQB)**

### **Writing**

Students are required to complete 6 units of "W" course work in their degree, one of which must be an upper division (300 or 400 level) course. All the English courses and Phil 100W and Phil 120W, of which you need 2 for admission to SFU Business, are "W" courses. BUS 360W, a Business Core Course, will meet the Writing Upper Division requirement.

### **Quantitative**

Students are required to complete 6 units of "Q" course work in their degree. Since 6 courses required for the BBA are designated "Q" courses, students will meet this requirement while completing their BBA.

### **Breadth**

Students are required to complete 24 units of "B" course work in their degree.

- 6 units of Social Sciences (B-Soc) - can be met with Econ 103 and 105
- 6 units of Humanities (B-Hum)
- 6 units of Science (B-Sc)
- 6 units of Undesignated Breadth (UB)

For complete information regarding WQB Requirements go to [www.sfu.ca/ugcr/For\\_Students/](http://www.sfu.ca/ugcr/For_Students/)

## **c) Business Core Courses**

- Bus 303-3 - Business, Society and Ethics
- Bus 312-4 - Introduction to Finance
- Bus 343-3 - Introduction to Marketing
- Bus 393-3 - Commercial Law
- Bus 478-3 - Seminar in Administrative Policy \*

and one of:

- Bus 374-3 - Organization Theory
- Bus 381-3 - Introduction to Human Resource Management

\* To be completed at SFU.

## **d) Bus 400+ requirement**

Students must successfully complete at least one Business 400+ level course, excluding Bus 478 and Bus 425.

## **e) SIAT Upper Division Requirements**

- AT 403-3 - Interdisciplinary Design Studio I
- IAT 405-3 - Interdisciplinary Design Studio II

\* and 5 courses satisfying a SIAT concentration\*

\*Students must choose a SIAT concentration

## **f) SIAT Concentrations**

Students pursuing a Joint major in Business Administration and SIAT must choose a concentration in SIAT.

# Bachelor Of Business Administration : Joint Major with Interactive Arts

## Design

Choose 5 of:

- IAT 333-3 - Interaction Design Praxis: Practice and Methods
- IAT 334-4 - Interface Design
- IAT 336-3 - Materials in Design
- IAT 337-3 - Representation and Fabrication
- IAT 338-3 - Interactive Objects and Environments
- IAT 431-3 - Speculative Design

## Media Arts

Choose 5 of:

- IAT 313-3 - Narrative and New Media
- IAT 320-3 - Body Interface
- IAT 343-3 - Animation
- IAT 344-3 - Moving Images
- IAT 443-3 - Interactive Video
- IAT 445-3 - Immersive Environments

## Informatics

Choose 5 of:

- IAT 351-3 - Advanced Human-Computer Interaction
- IAT 352-3 - Knowledge Media Architectures
- IAT 355-3 - Introduction to Visual Analytics
- IAT 410-3 - Advanced Game Design
- IAT 452-3 - Developing Design Tools
- IAT 455-3 - Computational Media