



ANDERSON SCHOOL  
OF MANAGEMENT

# BBA Film and Digital Arts (FDA) Concentration



## SUGGESTED SCHEDULE

<b>FRESHMAN YEAR: First Semester</b>	<b>Credit Hours</b>	<b>JUNIOR YEAR: First Semester</b>	<b>Credit Hours</b>
Communication: ENGL 1120	3	<i>FDMA 375: Producing for Film/Digital Media</i>	3
Math Requirement: MATH 1350	3	<i>FDMA 401: Digital Post Production</i>	3
<i>FDMA 1210: Digital Video Production I</i>	3	<i>FDMA 410: Business Law of Film/New Media</i>	3
**Arts and Design Requirement: <i>FDMA 2110</i>	3	MGMT 310: Legal Issues for Managers	3
Social & Behavioral Sciences: ECON 2110	3	MGMT 322: Marketing Management	3
<b>Total Credit Hours</b>	<b>15</b>	<b>Total Credit Hours</b>	<b>15</b>

<b>FRESHMAN YEAR: Second Semester</b>	<b>Credit Hours</b>
Communication: ENGL 2120 <i>OR</i> 2210	3
Math Requirement: MATH 1430	3
Humanities Requirement	3
Second Language Requirement	3
Social & Behavioral Sciences: ECON 2120	3
<b>Total Credit Hours</b>	<b>15</b>

<b>SOPHOMORE YEAR: First Semester</b>	<b>Credit Hours</b>
ACCT 2110: Principles of Accounting I	3
BCIS 1110: Intro to Information Systems	3
<i>FDMA 2525: Video Production II</i>	3
Physical & Natural Sciences with Lab	4
Social & Behavioral Sciences: PSYC 1110 <i>OR</i> SOCI 1110	3
<b>Total Credit Hours</b>	<b>16</b>

<b>SOPHOMORE YEAR: Second Semester</b>	<b>Credit Hours</b>
*** Humanities: 300+ level	3
ACCT 2120: Principles of Accounting II	3
MGMT 300: Operations Management	3
MGMT 306: Org Behavior & Diversity	3
MGMT 308: Eth, Pol & Soc Environment	3
<b>Total Credit Hours</b>	<b>15</b>

\*\*FDMA 2110 is a required course for the FDMA program. This course will also satisfy the Arts & Design requirement for the BBA Pre-Admission/General Education curriculum.

\*\*\*Upper-Division Humanities: One 3-hour course, 300-level or above from: American Studies, Classics, Comparative Literature, English, History, Philosophy, or Religious Studies

<b>JUNIOR YEAR: Second Semester</b>	<b>Credit Hours</b>
<i>FDMA 2520: Intro to Cinematography</i>	
<i>OR FDMA 2610: Directing I</i>	3
<i>FDMA 310: Writing Digital Narrative</i>	
<i>OR FDMA 324: Intro to Screenwriting</i>	3
MGMT 324: New Venture Strategies	3
MGMT 326: Financial Management	3
MGMT 328: International Management	3
MGMT 398: Career Management Skills	1
<b>Total Credit Hours</b>	<b>16</b>

<b>SENIOR YEAR: First Semester</b>	<b>Credit Hours</b>
<i>FDMA 450: Capstone I: Senior Projects</i>	4
MGMT 433: Mgmt of Service Operations	3
* Concentration Elective	3
MGMT 450: Computer Based Info Sys	3
Free Elective	2
<b>Total Credit Hours</b>	<b>15</b>

<b>SENIOR YEAR: Second Semester</b>	<b>Credit Hours</b>
<i>FDMA 451: Capstone II: Senior Projects</i>	4
MGMT 384: Professional Selling	3
* Concentration Elective	3
MGMT 498: Strategic Management	3
<b>Total Credit Hours</b>	<b>13</b>

\* Concentration Electives. Choose two (2) from the following:

- MGMT 362: Leadership Development
- MGMT 426: Advanced Problems in Financial Mgmt
- MGMT 457: Diversity in Organizations
- MGMT 462: Management of Quality
- MGMT 465: Labor Relations
- MGMT 482: Digital Marketing
- MGMT 486: Logistics Systems Management
- MGMT 492: Negotiation Strategies
- MGMT 490: Special Topics offered in the department

## DEGREE OVERVIEW

Pre-Admission Course Work	40 credit hours
Anderson Core	31 credit hours
FDMA Required Courses	29 credit hours
BBA - FDMA concentration	15 credit hours
Upper Division Humanities	3 credit hours
Free Electives	2 credit hours
<b>TOTAL</b>	<b>120 credit hours</b>