

UNM ANDERSON SCHOOL OF MANAGEMENT

BBA Interdisciplinary Film & Digital Media Concentration



SUGGESTED SCHEDULE

FRESHMAN YEAR: First Semester	Credit Hours	JUNIOR YEAR: First Semester	Credit Hours
Math Requirement: MATH 121	3	<i>IFDM 301: Cinematography</i>	3
Writing and Speaking: ENGL 110	3	<i>IFDM 400: Ethics, Science & Technology</i>	3
Humanities Requirement	3	MGMT 300: Operations Management	3
Physical & Natural Sciences	3	MGMT 303: Managerial Accounting	3
** Fine Arts Requirement: IFDM 105L	3	MGMT 306: Org Behavior & Diversity	3
Total Credit Hours	15	MGMT 398: Career Management Skills	1
		Total Credit Hours	16
FRESHMAN YEAR: Second Semester		JUNIOR YEAR: Second Semester	
Math Requirement: MATH 180	3	<i>IFDM 310: Studio II Writing Digital Narratives</i>	3
Writing and Speaking: ENGL 120	3	<i>IFDM 410: Business of Law of Film & New Media</i>	3
Physical & Natural Sciences with Lab	4	MGMT 322: Marketing Management	3
Social & Behavioral Sciences: ECON 105	3	MGMT 308: Eth, Pol & Soc Environment	3
Foreign Language	3	MGMT 310: Legal Issues for Managers	3
Total Credit Hours	16	MGMT 324: New Venture Strategies	3
		Total Credit Hours	18
SOPHOMORE YEAR: First Semester		SENIOR YEAR: First Semester	
<i>CS 105L: Intro to Computer Programming</i>	3	<i>IFDM 450: Capstone I Senior Projects</i>	4
<i>IFDM 241L: Intro to Directing for Film & Video</i>	3	MGMT 326: Financial Management	3
Writing and Speaking: ENGL 219 or 220	3	MGMT 328: International Management	3
Social & Behavioral Sciences: ECON 106	3	MGMT 433: Mgmt of Service Operations	3
STAT 145, 245 or 345	3	* Concentration Elective	3
Total Credit Hours	15	Total Credit Hours	16
		SENIOR YEAR: Second Semester	
SOPHOMORE YEAR: Second Semester		<i>IFDM 451: Capstone II Senior Projects</i>	4
<i>IFDM 210: Intro to Modeling & Animation</i>	3	MGMT 450: Computer Based Info Sys	3
Computer Science 150	3	MGMT 498: Strategic Management	3
MGMT 202: Prin. Financial Accounting	3	MGMT 384: Professional Selling	3
Social & Behavioral Sciences Elective	3	* Concentration Elective	3
*** Humanities: 300+ level	3	Total Credit Hours	16
Total Credit Hours	15		

**IFDM 105L and a letter of intent will meet the minimum requirements for IFDM admission consideration.

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

* **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:

The Bachelor of Business Administration (BBA) program with a concentration in IFDM requires completion of 127 credit hours, including the following course work:

Pre-Admission course work	49 credit hours
Anderson Core	31 credit hours
IFDM Core and Capstone	29 credit hours
BBA - IFDM concentration	15 credit hours
Upper Division Humanities	3 credit hours