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**MEMORANDUM**

**ATTENTION** Senate **DATE** August 23, 2023  
**FROM** Mary O'Brien,  
Chair of Senate Graduate Studies  
Committee (SGSC)  
**RE:** Program Changes



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**For information:**

Acting under delegated authority at its meeting of July 13, 2023, SGSC approved the following curriculum item, effective **SUMMER 2024**:

**Beedie School of Business**

Program Change: Executive MBA

**Faculty of Arts and Social Sciences**

Faculty of Communication, Art & Technology Centre for Digital Media

Program Change: Digital Media MDM



Segal Graduate School

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**Memo to SGSC**

**To: Senate Graduate Studies Committee**  
**From: Sudheer Gupta, Associate Dean, Graduate Programs**  
**Re: ~~Course Change Forms for BUS 687, BUS 605 New Course~~, EMBA Americas Program**  
**Date: Friday May 26, 2023 (Rev. June 20, 2023)**

The following curriculum revisions have been approved by the Beedie School of Business and are forwarded to the Senate Graduate Studies Committee for approval.

Please include them on the next SGSC agenda.

- ~~IDL Course Change for BUS 687~~
- ~~New Course: BUS 605~~
- EMBA Americas Program Change form

Thank you for your attention herein. Should you have any questions or concerns, please do not hesitate to contact me.

**Sudheer Gupta**  
Associate Dean, Graduate Programs, Beedie School of Business

## Calendar Entry Change for Executive MBA

<p>Summary of change:</p> <ol style="list-style-type: none"> <li>1. Splitting Americas Applied Project (previous 696) into two courses as BUS 605</li> <li>2. Adding New ventures course BUS 664 as option for Vanderbilt courses in Americas stream</li> </ol>
<p>Rationale for change:</p> <p>Students participate in the Americas Applied Project over two terms with several interim deliverables. Splitting the course into two offerings of 3 credits each allows instructors to provide students with a mid-point grade after the first term so that students can gain valuable and timely feedback on their progress and interim deliverables, and recognizes the significant work done in the first term of the project. Given the structured nature of this applied project compared to other applied projects offered in Business, it is appropriate for this project course to be on a graded basis.</p> <p>Lastly, our partners at Vanderbilt university have been offering New Ventures as their program topic on a consistent basis. Since this course already exists with a dedicated course number in the Business Academic Calendar, we would like to have it listed so that students can be enrolled under the designated course number when it is offered rather than the special topic number, and have this reflected on their transcript.</p>
<p>Effective term and year: Summer 2024</p>
<p>Will this change impact current students? If yes, what is the plan for current students?</p> <p>These changes formalize and operationalize for future students what is has been done informally for current students.</p>

FROM	TO
<p>[...]</p> <p><b>EMBA Americas Stream</b></p> <p>Students in the EMBA Americas stream complete the same curriculum in first year as</p>	<p>[...]</p> <p><b>EMBA Americas Stream</b></p> <p>Students in the EMBA Americas stream complete the same curriculum in first year as EMBA students. In second year,</p>

<p>EMBA students. In second year, EMBA Americas stream students complete all of</p> <p><u>BUS 607 - Strategy (4)</u>  <u>BUS 641 - Cross Cultural Management (2)</u>  <u>BUS 662 - Negotiations (2)</u>  <del><u>BUS 696 - Applied Project (6)</u></del></p> <p>And <del>special topics</del> courses taken at the partner universities</p> <p>FIA</p> <p><u>BUS 660 - Special Topics in Business Administration (4)</u>  <u>BUS 661 - Special Topics in Business Administration (4)</u></p> <p>ITAM</p> <p><u>BUS 660 - Special Topics in Business Administration (4)</u>  <u>BUS 661 - Special Topics in Business Administration (4)</u></p> <p>VANDERBILT</p> <p><u>BUS 660 - Special Topics in Business Administration (4)</u>  <u>BUS 661 - Special Topics in Business Administration (4)</u></p> <p style="text-align: right;">[...]</p>	<p>EMBA Americas stream students complete all of</p> <p><u>BUS 607 - Strategy (4)</u>  <u>BUS 641 - Cross Cultural Management (2)</u>  <u>BUS 662 - Negotiations (2)</u></p> <p><b>And two sections of</b></p> <p><b>BUS 605 - Applied Project in Business in the Americas (3)</b></p> <p>And <b>six of the following</b> courses taken at the partner universities</p> <p>FIA</p> <p><u>BUS 660 - Special Topics in Business Administration (4)</u>  <u>BUS 661 - Special Topics in Business Administration (4)</u></p> <p>ITAM</p> <p><u>BUS 660 - Special Topics in Business Administration (4)</u>  <u>BUS 661 - Special Topics in Business Administration (4)</u></p> <p>VANDERBILT</p> <p><u>BUS 660 - Special Topics in Business Administration (4)</u>  <u>BUS 661 - Special Topics in Business Administration (4)</u> <b>OR</b>  <u>BUS 664- New Ventures (4)</u></p> <p style="text-align: right;">[...]</p>
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**MEMORANDUM**

<b>ATTENTION:</b>	SGSC
<b>FROM:</b>	Arne Eigenfeldt, Chair, FCAT UCC
<b>RE:</b>	Item to be added to the SGSC Meeting Agenda
<b>DATE:</b>	June 6 <sup>th</sup> , 2023

FCAT UCC will be voting to approve the following changes at the FCAT GSC meeting that will be held on June 13<sup>th</sup>, 2023.

**Master of Digital Media:**

- Program changes;
  - Master of Digital Media (MDM) Program Change (pp.2-4)
  - Effective Summer 2024

Please add these items and additional materials to your next meeting agenda.

Thank you.

Arne Eigenfeldt, D.M.  
Associate Dean, Academic, FCAT  
Chair, FCAT UCC

cc Dave Fracchia, MDM

e1/AE



MEMO

Date:	03/27/2023
To:	Senate Committee on Graduate Studies Associate Dean - Academic, Arne Eigenfeldt
From:	Ted Gervan, Managing Director – Centre for Digital Media - Master of Digital Media Dave Fracchia – Faculty and GSC Chair – Master of Digital Media
Subject:	Course Change DMED503

Dear Senate Committee on Graduate Studies,

Please facilitate the following course change proposal for DMED503 Foundations of Game Design which is now ready for review by FCAT and the Senate Graduate Studies Committee.

Please place these proposals on the agenda for the upcoming meeting of the Faculty of Communication, Art, and Technology's Graduate Studies Committee.

Thank you so much in advance.

**Dr. Dave Fracchia** (he/him)  
Faculty (GSC Chair)

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**Dr. Ted Gervan** (he/him) | Managing Director, Academic and Business Operations  
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## Calendar Entry Change for [Master of Digital Media]

### Summary of changes:

1. Updating 6 core competencies. The academic team for the MDM program has conducted a mini program review that culminated in the identification of 6 competencies that more accurately reflect the program outcomes.
2. Currently, the Master of Digital Media (MDM) program consists of 4 foundational courses, 1 elective course, 3 project-based courses, and an internship for a minimum of 51 units. The MDM program aims to replace the mandatory Visual Storytelling course (3 credits) with another 3-credit elective option. This curriculum change will provide students with the opportunity to enroll in two elective courses instead of one, with Visual Storytelling remaining as one of the potential elective options.

### Rationale for changes:

1. While the previous competencies are still embedded in the program, the MDM faculty reviewed and updated the competencies to highlight current industry expectations, and also to communicate more accurately to prospective and current students what they will focus on within the program.
2. Over the last few months, the academic team and faculty have determined there is a need to expand options for electives in the MDM program so that students are able to broaden or deepen their knowledge and expertise. The proposed change will increase electives from 1 to 2 and will provide MDM students with exposure to a more diverse group of industry professionals. Alumni have shared that having the option to take a second elective would be a preferable as many students already have a "visual story" background coming into the program and therefore do not need to take the course. For example, in the current cohort 34 of 50 students have artist and designer backgrounds and have likely had training in visual storytelling ranging from fundamental to advanced. Overall, the proposed change and additional elective will provide students with more options to enhance their breadth of knowledge and master specific subject areas.

### Effective term and year:

Summer 2024

### Will this change impact current students? If yes, what is the plan for current students?

No. However, beginning in September 2024, The Visual Story course will be offered as one of the elective options for all students to choose.

## Digital Media

MASTER OF DIGITAL MEDIA

[...]

The program helps develop six core competencies valued in the digital media industry:

- ~~Self-Awareness~~
- ~~Articulation~~
- ~~Design process~~
- ~~Time management~~
- ~~Information literacy~~
- ~~Teamwork~~

## Program Requirements

This program consists of required courses, an elective course, projects, and an internship for a minimum of 51 units.

Students must complete all of

DMED 500 - Foundations of Digital Media (3)  
~~DMED 501 - The Visual Story (3)~~  
 DMED 502 - Improvisation for Collaboration (3)  
 DMED 503 - Foundations of Game Design (3)

and ~~one~~ of\*

DMED 540 - Special Topics in Digital Media (3)  
 DMED 550 - Directed Studies in Digital Media (3)

and three projects

DMED 520 - Projects I: Building Virtual Worlds (6)

## Digital Media

MASTER OF DIGITAL MEDIA

[...]

The program helps develop six core competencies valued in the digital media industry:

- **Collaboration**
- **Problem Solving**
- **Critical Thinking**
- **Leading and Managing**
- **Communication**
- **Ideating and Innovating**

## Program Requirements

This program consists of required courses, an elective course, projects, and an internship for a minimum of 51 units.

Students must complete all of

DMED 500 - Foundations of Digital Media (3)  
 DMED 502 - Improvisation for Collaboration (3)  
 DMED 503 - Foundations of Game Design (3)

and **TWO** of\*

DMED 540 - Special Topics in Digital Media (3)  
 DMED 550 - Directed Studies in Digital Media (3)

and three projects

DMED 520 - Projects I: Building Virtual Worlds (6)  
 DMED 521 - Projects II (12)



<p>DMED 521 - Projects II (12) DMED 522 - Projects III (12)</p> <p>and an internship</p> <p>DMED 530 - Internship (6) or DMED 531 - Internship Continuation (6)</p> <p><del>*A course from a partner university, or other university, may be substituted for the elective course with approval of the MDM director.</del></p>	<p>DMED 522 - Projects III (12)</p> <p>and an internship</p> <p>DMED 530 - Internship (6) or DMED 531 - Internship Continuation (6)</p> <p><b>*Students may take DMED 540 as an elective twice for 6 credits.</b></p> <p><b>*With approval of the MDM director, a course from a partner university, or other university, may be substituted for the elective course.</b></p>
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