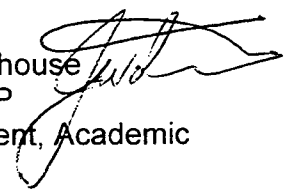


**SIMON FRASER UNIVERSITY**  
**Senate Committee on University Priorities**  
**Memorandum**

**TO:** Senate

**FROM:** John Waterhouse  
Chair, SCUP  
Vice President, Academic



**RE:** Proposal for a Joint Major  
in Interactive Arts & Technology and  
Business Administration in the Faculties of  
Applied Sciences and Business (SCUP 07-78)

**DATE:** January 4, 2008

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At its December 19, 2007 meeting SCUP reviewed and approved the proposal from the Faculty of Applied Sciences and the Faculty of Business Administration for a Joint Major in Interactive Arts & Technology and Business Administration.

**Motion**

That Senate approve and recommend to the Board of Governors, the proposal for a Joint Major in Interactive Arts & Technology and Business Administration in the Faculty of Applied Sciences and the Faculty of Business Administration.

encl.

c: M. Hatala, M. Fizzell

## PROPOSAL

### **Joint Major in Interactive Arts & Technology and Business Administration**

SIAT Undergraduate Curriculum Committee  
Faculty of Business Undergraduate Curriculum Committee

Simon Fraser University

**Revision A – October 17, 2007**

#### **Executive Summary**

A new joint major program in Business and Interactive Arts and Technology is proposed as a collaborative initiative by the Faculty of Business Administration and the School of Interactive Arts and Technology to be administered under the Faculty of Business Administration and the Faculty of Applied Sciences.

The intent of this proposal is to bring together the expertise from these two areas and to allow for a broad and comprehensive undergraduate education in the rapidly growing area of the new media industry

The majority of graduates will obtain BA or BBA degree. To obtain the BSc degree additional requirements must be met as specified in the Interactive Arts and Technology major program.

The proposed program addresses the following university goal as stated in the President's Agenda 2005-2009 (Michael Stevenson, June 2005)

“ we must continue to increase the diversification of our programmes, increasing the number of professional and quasi-professional programmes, as well as creating new interdisciplinary specializations.”

Based upon existing courses, this program can be mounted immediately with minimum requirement for new resources.

The program will be directed by an undergraduate Coordinating Committee, comprised of two representatives from each of the Faculty of Business and the School of Interactive Arts and Technology.

While we expect the first students in the new joint major to be transfers from the current Business Administration, Interactive Arts and Technology, or TechOne programs, we are confident the program will attract new students to SFU.

Graduates of this degree will be well-prepared to move on to jobs in the growing area of new media industry with the broader set of skills.

**Approval History:** SIAT Undergraduate Curriculum Committee: 16 Jan 2007

SIAT School Meeting: 25 Jan 2007

Faculty of Business Undergraduate Program Committee: June 26, 2007

FAS UCC, October 24, 2007

#### **Background**

In School of Interactive Arts and Technology students learn about the broad reach and power of design, arts, sciences and information technologies and apply their knowledge to tangible projects that are useful in all walks of life. They learn

team management and human relations skills that are highly sought after by industry and that bring wide acceptance to their work. The SIAT offers an undergraduate degree program that comprises three concentrations: Design, Media Arts, and Informatics. The School offers both the Bachelor of Science and Bachelor of Arts degrees in Interactive Arts and Technology.

The Joint Major between SIAT program and SFU Business Administration program aims to prepare well rounded graduates who are equipped both with expertise in areas of SIAT concentrations as well as solid business knowledge. Business offering at SFU Surrey campus concentrates on Entrepreneurship, Management & Technology, Finance, and Marketing. In the Joint Major between SIAT and BBA, students can combine any of the three SIAT concentrations with a core business program and can extend it into any business coursework concentrations such as Entrepreneurship or Management & Technology.

### 1. **Credential to be awarded:**

Joint Major, Interactive Arts & Technology and Business Administration, B.A.  
 Joint Major, Interactive Arts & Technology and Business Administration, B.Sc.  
 Joint Major, Business Administration and Interactive Arts & Technology, B.B.A.

### 2. **Location:**

SFU, all campuses, Surrey being considered the home campus

### 3. **Faculty/Department/School offering the new program:**

School of Interactive Arts and Technology, Faculty of Applied Sciences, and  
 Faculty of Business

### 4. **Anticipated program start date:**

September 2008

### 5. **Description of proposed program:**

#### **a) Aims, goals, and/or objectives**

SFU Business@Surrey offers two innovative new areas of specialization –Entrepreneurship and Management and Technology – along with two of our most popular areas of study, Finance and Marketing. Taking an interdisciplinary approach to business, the BBA program at Surrey takes full advantage of on-line educational technology and alternative delivery methods combined with face to face learning to create a technology rich learning environment.

In the School of Interactive Arts and Technology, students at SFU Surrey learn about the broad reach and power of design, arts, sciences and information technologies and apply their knowledge to tangible projects that are useful in all walks of life. They learn team management and human relations skills that are highly sought after by industry and that bring wide acceptance to their work. The IAT offers an undergraduate degree program that comprises three concentrations: Design, Media Arts, and Informatics. The School offers both the Bachelor of Science and Bachelor of Arts degrees in Interactive Arts and Technology.

The intent of this proposal is to bring together expertise from these two areas and to allow for a broad and comprehensive undergraduate education combining business knowledge with expertise in the new media, informatics, and design, with a minimal requirement for new resources.

#### **b) Anticipated contribution to mandate and strategic plan of the institution**

The proposed program meshes well with one of the important dimensions in which our academic programmes should be improved as stated in the President's Agenda 2005-2009 (Michael Stevenson, June 2005)

- " we must continue to increase the diversification of our programmes, increasing the number of professional and quasi-professional programmes, as well as creating new interdisciplinary specializations."

**c) Target audience**

The proposed curriculum will graduate Business and Interactive Arts and Technology majors with both a new media, technology and design and business background together with sufficient concentration in each field to be gain a special competitive advantage in this new growing industry.

This joint program is responding directly to the growing demand of current students, recent graduates, and new industries for specialised design and technical skills in the covered areas combined with solid business knowledge. In addition to the opportunities in the new media industry graduates will be well prepared for advanced degrees in areas covering both technical and business aspects of the new media.

**d) Content*****Lower Division (LD) Requirements*****General LD Requirements: 6 required credits**

Business: 22 required credits

Interactive Arts and Technology: 18 required credits

Total Lower Division Requirements: 6 General + 22 Bus + 18 IAT = 46 credits

***Upper Division (UD) Requirements***

Business: 19 required credits plus 3 additional credits (total 22 credits)

Interactive Arts and Technology: 21 required credits\*

\*for BSc option the students must complete 30 credits of UD coursework as specified in the IAT major program

Total Upper Division Requirements: 22 Business + 21 IAT = 43 credits

***Total Requirements***

Subtotal: 46 Lower Division + 43 Upper Division = 89 credits

LD or UD Electives: Students will supplement the specified courses to satisfy WQB graduation requirements

UD Electives: 3 credits selected from any university UD courses

Total: 120 credits

Note: Students must obtain a grade of C- or higher in all required courses.

**University Breadth Requirement:**

The breadth requirements are not fully satisfied in the areas B-Sci and B-Hum by this proposal. Students will have to complement the proposed coursework with selecting appropriate electives to satisfy the breadth requirements.

**University Writing Intensive Requirement:**

The lower division writing requirement will be satisfied for the students entering the program from the TechOne program or by selecting another elective W course. A highly recommended course, BUS360W, will satisfy the upper division writing requirement.

**Co-Operative Education**

- Optional
- Administered through the Faculty of Business and Interactive Arts and Technology co-op coordinators

**e) Delivery Methods**

Since the program is based upon existing courses the standard delivery methods already in place for on campus

education, Lecture/Lab/Tutorial, will be used.

#### **f) Linkages between learning outcomes and curriculum design**

#### **g) Distinctive characteristics**

The Faculty of Business and Interactive Arts and Technology have a joint interest in new media industry ventures and entrepreneurship where many SIAT graduates find employment. Until now there was no formal connection between two programs except that both programs draw on the TechOne students on the Surrey campus. The proposed new joint major will benefit students who have otherwise been pursuing their interests through major/minor combinations. These interests are better accommodated by a joint major program.

This joint major degree will recognize a student's breadth of learning and his/her commitment to developing a combination of knowledge and skills in Interactive Arts and Technology with Business Administration

#### **h) Anticipated completion time**

This joint degree program will be completed in four academic years if taken on a full-time basis (30 credits per year). Similar to other joint majors offered between the FBA and other faculties, students will be required to complete a minimum of 120 credits to achieve the joint degree. A course matrix is attached as Appendix I.

#### **i) Enrolment plan for the length of the program**

The students will be admitted to the Joint major program from the other programs at SFU or via transfer from other post-secondary institution. The students will be primarily those who were enrolled into the Business or Interactive Arts and Technology programs and wish to broaden their area of study through the programming in this Joint Program. Students in this category can enrol into the program anytime during their studies once they satisfy the criteria for enrolment into one of the major programs. Another pool of potential students is TechOne program – a cohort program in Faculty of Applied Sciences offered on Surrey campus. The TechOne is a home to students who were admitted directly into one of the major programs in FAS or Business as well as those students who have not decided their major yet.

We will facilitate the enrolment of students into the joint program by offering Business courses in Surrey as required by the joint program (Note: SIAT courses are primarily offered on Surrey campus. To raise awareness of the SIAT program across broader SFU student community SIAT is planning to offer some of its courses on other campuses especially in the lower division. )

We were monitoring an increase of interest in the programming covered by this joint program within the current student population. Based on the current enrolment of students in the respective minor versions of both programs, on the enrolment of students on the upper division courses, and increased inquiries to student advisors we estimate the initial enrolment to be 40 students. We expect this number to reach 60 students.

The substantial interest of existing students indicates that this Joint Program can be a specific program offering that can target a new student audience resulting in the increases enrolment into SFU programs.

#### **j) Policies on student evaluation (degree requirements)**

As per general regulations of the University and the Faculty of Applied Sciences.

#### **k) Policies on faculty appointment (minimum qualifications)**

Students enrolled in the joint major will enroll in courses currently already offered by the Faculty of Business Administration and the School of Interactive Arts and Technology. We do not anticipate that there will be any additional faculty appointments directly related to this joint program. Should there be any such appointments they will conform to SFU policies as defined by the Board of Governors.

#### **l) Policies on program assessment**

The Joint Major Degree in Business Administration and Interactive Arts and Technology will be governed and managed in conformity with Faculty and University regulations. The Undergraduate Curriculum Committee meets regularly (usually at least two times a semester) to discuss curriculum-related issues including the content and governance of this joint program. All academic units at SFU are subject to review by external experts and agencies every six to ten years.

#### **k) Level of support and recognition from other post-secondary institutions (including plans for admission and transfer within BC) and relevant regulatory or professional bodies**

There is already a high demand for the Business program from high schools and colleges within BC and internationally. The opportunity to combine this program with technical and design skills offered through the School of Interactive Arts and Technology should increase the appeal of both programs.

As per SFU's transfer credit procedures, students may transfer from BC colleges or universities to enrol into this program. There is no applicable regulatory or professional body in this field in BC.

#### **n) Evidence of student interest and labour market demand**

Businesses are looking for students who have been broadly educated and who have expanded their education through international activities, competitions, conferences, co-operative education and extra-curricular activities.

We are monitoring an increase of interest in the Joint Program within the current student body. Based on the current enrolment of students in the respective minor versions of both programs, on the enrolment of students on the upper division courses, and increased inquiries to student advisors we estimate the initial enrolment to be at 40 students. Such students are requesting and will be attracted to the proposed program requiring only 120 credits as opposed to the greater number required in their combination programs.

#### **o) Related programs at SFU and other British Columbia post-secondary institutions**

The combination of the two programs is unique in the context of SFU and British Columbia.

### **6. Additional Information Required by SFU:**

#### **1. Contact information for the faculty member responsible for program development**

Maureen Fizzell, Associate Dean, Academic Director, Undergraduate Program

Faculty of Business Administration

Telephone: (604) 291-3653

fizzell@sfu.ca

Bill Holmes, Executive Director, Undergraduate Program

Faculty of Business Administration

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Marek Hatala, Chair, Undergraduate Program Committee,  
School of Interactive Arts and Technology,  
Telephone: 778-782-7431  
mhatala@sfu.ca

John Bowes, Director  
School of Interactive Arts and Technology,  
Telephone: 778-782-7500  
jebowes@sfu.ca

#### **2. Summary of requirements for graduation (courses, project/thesis, etc.)**

A minimum of 120 credit hours, including: at the 100-200 level, 46 credits including 6 general credits, 22 credits of Business, and 18 credits of Interactive Arts and Technology; at the 300-400 level, 45 credits including at least 22 credits of upper division Business and 21 credits of upper division Interactive Arts and Technology. Elective and breadth courses make up the balance of the University's degree requirements.

**3. Summary of resources (faculty members, space, and equipment) required to implement the program**

Minimal additional resources are required. The program can be accommodated with present courses and faculty. No new courses are required.

**4. Brief description of any program and associated resources that will be reduced or eliminated when the new program is introduced**

None.

**6. Proposed Calendar descriptions:**

## Proposed Calendar Description – School of Interactive Arts & Technology

The following text is proposed to be placed in the *School of Interactive Arts and Technology* section under *Faculty of Applied Science*.

### **Joint Major in Interactive Arts & Technology and Business Administration**

This program prepares well-rounded graduates who are equipped with expertise in areas of SIAT concentrations as well as solid business knowledge. SIAT program in all concentrations is human-centered and technology-oriented. Combining these aspects with business knowledge prepares students 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.

#### **Business Requirements**

##### **Lower Division**

- ECON 103-3, ECON 105-3
- MATH 157-3
- BUEC 232-4 or STAT 270-3
- BUS 207-3, BUS 251-3, BUS 254-3
- 3 credit writing course

##### **Upper Division\***

- BUS 303-3, 312-4, 343-3, 393-3, 478-3
- BUS 374-3 or BUS 381-3
- additional minimum of 3 credits from 400 level Business course
- Highly recommended: BUS 360-4W

\*Students may also choose a concentration in business but additional BUS courses will be required.

#### **Interactive Arts and Technology Requirements**



**Lower Division**

- IAT 100-3, 102-3, 201-3, 235-3
- CMPT 120-3, IAT/CMPT 265-3
- One of IAT 202-3 (for Concentration in Media Arts), 233-3 (for Design) or 267-3 (for Informatics)

**Upper Division\*\***

- IAT 402-3 and 404-3 (for BSc)

or

- IAT 403-3 and 405-3 (for BA)

Plus 5 courses (minimum of 15 credits) in a single area of concentration below:

- Design: 5 of IAT 333-3, 334-3, 336-3, 337-3, 338-3, 431-3
- Informatics: 5 of IAT 351-3, 352-3, 355-3, 410-3, 452-3, 455-3
- Media Arts: 5 of IAT 313-3, 320-3, 343-3, 344-3, 443-3, 445-3

\*\*for the BSc degree, students must ensure that they satisfy the complete BSc requirement of 30 Upper Division credits as specified in the SIAT BSc requirements in the calendar. This may require taking additional courses beyond those required by this Joint Major.

Note: Students must obtain a grade of C- or higher in all required courses specified in this Joint Major.

**Proposed Calendar Description – Faculty of Business**

The following text is proposed to be placed in the *Faculty of Business section*.

**Joint Major in Interactive Arts & Technology and Business Administration**

See "Joint Major in Interactive Arts & Technology and Business Administration" on page xxx for requirements.

## Appendix 1: List of All Courses in the Joint Major

There follows a list of all the courses mentioned in the joint major. All these are existing SFU courses.

### BBA Courses

1. BUS 251-3
2. BUS 272-3
3. BUEC 232-4
4. BUS 207-3
5. BUS 254-3
6. BUS 303-3
7. BUS 312-4
8. BUS 343-3
9. BUS 360-4W
10. BUS 374-3
11. BUS 381-3
12. BUS 393-3
13. BUS 478-3

### Other Courses

1. CMPT 120-3
2. ECON 103-3
3. ECON 105-3
4. MATH 157-3

### SIAT Courses

1. IAT 100-3
2. IAT 102-3
3. IAT/CMPT 265-3
4. IAT 201-3
5. IAT 202-3
6. IAT 233-3
7. IAT 235-3
8. IAT 267-3
9. IAT 313-3
10. IAT 320-3
11. IAT 333-3
12. IAT 334-3
13. IAT 336-3
14. IAT 337-3
15. IAT 338-3
16. IAT 343-3
17. IAT 344-3
18. IAT 351-3
19. IAT 352-3
20. IAT 355-3
21. IAT 402-3
22. IAT 403-3
23. IAT 404-3
24. IAT 405-3
25. IAT 410-3
26. IAT 431-3
27. IAT 443-3
28. IAT 445-3
29. IAT 452-3
30. IAT 455-3

## Appendix 2: Matrix for Proposed Joint Major BBA and BA/BSc in SIAT

- Students must meet entrance requirements for both programs
- The following is a suggested plan for completion in eight semesters
- Elective courses totaling 31 Credits are not included in this matrix

Semester 1 (12 cr)	Semester 2 (12cr)
CMPT 120-3 Intro CS & Programming I IAT 100-3 Systems of Media ECON 103-3 Microeconomics MATH 157-3 (requires Math 12 grade of B)	IAT 102-3 Graphic Design ECON 105-3 Macroeconomics BUS 251-3 Financial Accounting I W-Writing Course (3cr)
Semester 3 (13 cr)	Semester 4 (12 cr)
IAT/CMPT 265-3 Multimedia Programming IAT 201-3 HCI and Cognition BUS 272-3 Behavior in Organizations BUEC 232-4 or STAT 270 Statistics	BUS 207-3 Managerial Economics BUS 254-3 Managerial Accounting I IAT 235-3 Information Design <i>One of:</i> IAT 202-3 New Media Images IAT 233-3 Spatial Design IAT 267-3 Intro to Technological Systems
Additional Business Requirements (Semesters 5-8)	Additional SIAT Requirements (Semesters 5-8)
<u>UD Core Courses – 19 (23*) Cr</u> BUS 303-3 Business, Society and Ethics BUS 312-4 Introduction to Finance BUS 343-3 Introduction to Marketing *BUS 360-4W Business Communication BUS 374-3 or 381-3 Org Theory/Intro HRM BUS 393-3 Commercial Law BUS 478-3 Seminar in Admin Policy	<u>UD Core courses 6 Cr</u> IAT 402/404 Interdisciplinary Design Studio I and II (Science) <i>or</i> IAT 403/405 Interdisciplinary Design Studio I and II (Arts)
Business (3-4 Cr)**	SIAT Concentration (15 Cr)***

1 Additional 400 level Business Course	Design	Informatics	Media Arts
	<i>5 of</i>	<i>5 of</i>	<i>5 of</i>
	IAT 334	IAT 351	IAT 343
	IAT 333	IAT 352	IAT 445
	IAT 336	IAT 355	IAT 344
	IAT 337	IAT 410	IAT 443
	IAT 338	IAT 452	IAT 320
	IAT 431	IAT 455	IAT 313

\* BUS 360-4W Business Communication highly recommended but not required. Students must take an upper division writing (W) course

\*\*Students may also choose a concentration in business but additional BUS course will be required.

\*\*\*Students take 5 courses from one of the available SIAT concentrations

Notes: Business JM Students exempt from: BUS 237-3 (Replaced by IAT/CMPT 265) and BUS 336-4 Data and Decisions II