

# INTERACTIVE MEDIA + BUSINESS (BS)

CIP: 52.0101

## Program Description

The Interactive Media + Business (IMB) major is where innovation + business meet through emerging media technology. It teaches how innovative ideas combine with technology, creativity and business principles to yield viable products, services and experiences. Students of Interactive Media + Business (IMB), will be challenged to imagine and implement interactive products and services that fearlessly investigate the recently possible in media, technology, and communication. IMB majors are also expected to think holistically about the impact of their work in society as well as the business value, whether it involves software or hardware, virtual or physical, product or experiment. The IMB major welcomes interest in entrepreneurship in all forms — large organizations or startups, for-profit or not-for-profit — that bring about disruptive changes and create positive social impact. Students of IMB will acquire a design-and-build mindset and gain experience by implementing creative solutions to real business problems in order to graduate well prepared for stimulating careers or future learning journeys in diverse organizations across the globe.

IMB majors and minors will take a unique blend of interactive media and business foundation courses, including Innovation Lab, which introduces modern rapid software prototyping, theories of innovation, early-stage business concepts, creative coding and user experience design. For their second emerging media foundation, IMB students will choose between one of 5 courses: Interaction Lab, which covers interaction design, electronics, computation, and digital fabrication, Communications Lab, which covers digital media production methods, including imaging, audio, video, and Web development, or What is New Media? A course designed to give students a strong theoretical and historical background in new media arts, Creative Coding Lab, which introduces students to the fundamentals of computation, software design, and web technologies and Introduction to Media Industries and Institutions. Business foundations include Economics of Global Business and Principles of Financial Accounting.

Students also choose from a range of flexible core and elective categories across the disciplines of business, emerging media, art and design, the humanities, social and physical sciences, as well as computation and data. Majors finish with a year-long Capstone course by synthesizing their learning to date and applying their learning to prototype an artifact (an idea, product, or service) that creates value in the real world.

## Admissions

New York University's Office of Undergraduate Admissions supports the application process for all undergraduate programs at NYU. For additional information about undergraduate admissions, including application requirements, see How to Apply (<https://www.nyu.edu/admissions/undergraduate-admissions/how-to-apply.html>).

## Program Requirements

Course	Title	Credits
<b>Core Courses</b>		
<i>Social and Cultural Foundations</i>		
CCSF-SHU 101L	Global Perspectives on Society	4
Interdisciplinary Perspectives on China (Two Courses)		8
<i>Writing</i>		
WRIT-SHU 102	Writing as Inquiry	4
WRIT-SHU 201	Perspectives on the Humanities	4
<i>Language</i> <sup>1</sup>		
Language Courses		8-16
<i>Mathematics</i>		
Mathematics Course		4
<i>Algorithmic Thinking</i>		
Algorithmic Thinking Course		4
<i>Science</i>		
Experimental Discovery in the Natural World Course		4
Science, Technology and Society Course		4
<b>Major Requirements</b>		
<i>Emerging Media Foundation Courses</i>		
IMBX-SHU 110	Innovation Lab	4
Select one of the following:		4
IMBX-SHU 106 Introduction to Media Industries and Institutions		
INTM-SHU 101 Interaction Lab		
INTM-SHU 103 Creative Coding Lab		
INTM-SHU 120 Communications Lab		
INTM-SHU 205 What is New Media?		
<i>Required Business Foundation Courses</i>		
ECON-SHU 251	Economics of Global Business	4
BUSF-SHU 250	Principles of Financial Accounting	4
<i>Business Flexible Core Courses</i>		
Select two of the following: <sup>2</sup>		8
BUSF-SHU 142 Information Technology in Business & Society		
BUSF-SHU 202 Foundations of Finance		
BUSF-SHU 210 Business Analytics		
BUSF-SHU 351 Operations Management		
MGMT-SHU 301	Management and Organizations	
MKTG-SHU 1 Introduction to Marketing		
<i>Business Elective Courses</i>		
Select 12 credits from the Business Elective Courses listed below		12
<i>Interactive Media Arts/Business Elective Courses</i>		
Select 20 credits from the Interactive Media Arts/Business Elective Courses listed below		20
<i>Capstone Studio</i>		
IMBX-SHU 400	IMB Capstone 1	4
IMBX-SHU 401	IMB Capstone 2	4
<b>Other Elective Credits</b>		<b>12-20</b>
<b>Total Credits</b>		<b>128</b>

<sup>1</sup> Students who did not attend a Chinese-medium high school fulfill the Core language requirement by demonstrating proficiency of the Chinese language through the Intermediate level. Chinese speakers

who did not attend an English-medium high school fulfill the Core language requirement through completion of EAP-SHU 100 English for Academic Purposes I and EAP-SHU 101 English for Academic Purposes II. Additional information can be found on the NYU Shanghai Core Curriculum page (<https://bulletins.nyu.edu/undergraduate/shanghai/core-curriculum/#text>).

<sup>2</sup> Sophomore standing required

## Business Elective Courses

Code	Title	Credits
BIOL-SHU 42	Biostatistics	4
BPEP-SHU 9042	The Political Economy of East Asia	4
BUSF-SHU 10J	Creativity and Innovation	4
BUSF-SHU 48	Derivatives	4
BUSF-SHU 101	Statistics for Business and Economics	4
BUSF-SHU 185J	The Strategist	4
BUSF-SHU 188	Chinese Business and Finance – A Bilingual Introduction	4
BUSF-SHU 191	Acting for Business	4
BUSF-SHU 200A	Topics in Business	4
BUSF-SHU 200B	Topics in Business	4
BUSF-SHU 200C	The Globalization of Business Enterprise	4
BUSF-SHU 200D	Business Consulting in China	4
BUSF-SHU 200E	Network Analytics	4
BUSF-SHU 200F	Fixed Income Derivatives	2
BUSF-SHU 200G	Experiential Mediation	4
BUSF-SHU 202	Foundations of Finance	4
BUSF-SHU 206	Investing And Financing In And With China	4
BUSF-SHU 206A	Investing And Financing In And With China	2
BUSF-SHU 207	Financial System and Financial Intermediation	4
BUSF-SHU 208	Chinese Financial Markets	4
BUSF-SHU 211A	Design Thinking - Part I	2
BUSF-SHU 211B	Design Thinking - Part II	2
BUSF-SHU 215	Alternative Investments I: Principles & Strategies	4
BUSF-SHU 220A	Topics in Business - 2 cr	2
BUSF-SHU 220B	Topics in Business - 2 cr.	2
BUSF-SHU 220C	Topics in Business - 2 cr	2
BUSF-SHU 220D	Topics in Business - 2 cr	2
BUSF-SHU 220E	Topics in Business - 2 cr	2
BUSF-SHU 220F	Debt Instruments	2
BUSF-SHU 220G	Topics in Business - 2 cr	2
BUSF-SHU 220H	Topics in Business - 2 cr	2
BUSF-SHU 220J	Topics in Business:	2
BUSF-SHU 221	Professional Responsibility & Leadership	2
BUSF-SHU 222	Risk Management in Financial Institutions	4
BUSF-SHU 222A	Risk Management in Financial Institutions: Market Risk	2
BUSF-SHU 222B	Risk Management in Financial Institutions: Credit Risk	2
BUSF-SHU 225	Negotiation and Consensus Building	4
BUSF-SHU 225.1	Negotiation and Consensus Building: Theoretic Foundations	2
BUSF-SHU 225.2	Negotiation and Consensus Building: Cases and Practices	2

BUSF-SHU 229	Behavioral Finance	4
BUSF-SHU 232	Entrepreneurship Explored	4
BUSF-SHU 244	Portfolio Management	4
BUSF-SHU 250	Principles of Financial Accounting	4
BUSF-SHU 270	Financial Reporting & Disclosure	4
BUSF-SHU 271	AI for Business – Reinforcement Learning	2
BUSF-SHU 272	Blockchain and its Business Applications	4
BUSF-SHU 273	Big Data and Data Mining: Business Applications	4
BUSF-SHU 274	Distributed Ledger Technology: Ethereum, DeFi, and Beyond	4
BUSF-SHU 276	AI for Business – Machine Learning	2
BUSF-SHU 286	Chinese Financial Markets	4
BUSF-SHU 288	Doing Business with China	4
BUSF-SHU 289	NYU Big Ideas Series: The Role of China in the Future of World Business	4
BUSF-SHU 303	Corporate Finance	4
BUSF-SHU 304	Futures and Options	4
BUSF-SHU 305	Debt Instruments and Markets	4
BUSF-SHU 308	Hedge Fund Strategies	4
BUSF-SHU 309	Financial Statement Analysis	4
BUSF-SHU 310	Data Science for Social and Information Networks	4
BUSF-SHU 311	New Venture Strategy	4
BUSF-SHU 312	International Business and Trade	4
BUSF-SHU 318	Investing in Emerging and Frontier Markets: Opportunities and Challenges	4
BUSF-SHU 321	Equity Valuation	4
BUSF-SHU 326	Big Data and Accounting Analytics	4
BUSF-SHU 334	Advanced Futures and Options	4
BUSF-SHU 340	Advanced Financial Accounting	4
BUSF-SHU 350	Managerial Accounting	4
BUSF-SHU 351	Operations Management	4
BUSF-SHU 353	International Financial Management	4
BUSF-SHU 361	Entrepreneurial Finance	4
BUSF-SHU 366	Applications in Entrepreneurial Finance: Fintech	4
BUSF-SHU 390	Corporate Transaction Financial and Valuation Modeling	4
BUSF-SHU 420	Business Topics Course: Financial Market Volatility Modeling	4
BUSF-SHU 441	Private Equity & Venture Capital in Asia and Emerging Markets	4
BUSF-SHU 442	International Project and Structured Investing and Financing	4
BUSF-SHU 997	Business Independent Study	1-4
ECON-SHU 3	Microeconomics	4
ECON-SHU 216	Introduction to Game Theory	4
ECON-SHU 315	Competitive Analysis	4
ECON-SHU 356	Antitrust and Competition Policy in the Digital Era	4
ECON-SHU 453	Economics Honors Seminar	2
GCHN-SHU 342	The Political Economy of East Asia	4
IMBX-SHU 103	Understanding Financial Technology	4
IMBX-SHU 210	The Strategist	2
IMBX-SHU 211	Design Thinking	4
IMBX-SHU 362	Entrepreneurship and Globalization	4

MATH-SHU 235	Probability and Statistics	4	CSCI-SHU 50	The Design Sprint: Modern Aging and the Future of Health in China	4
MATH-SHU 250	Mathematics of Finance	4	GCHN-SHU 230	Culture and Media in Urban China	4
MGMT-SHU 4	Global Strategy	4	GCHN-SHU 236	Immersive Narrative of Chinese Monuments	4
MGMT-SHU 18	Strategic Analysis	4	HUMN-SHU 182	Contemporary East Asian Media Culture	4
MGMT-SHU 21	Managerial Skills	4	HUMN-SHU 231	Contemporary Art and Theory in North America and Europe	4
MGMT-SHU 401	Research Methods in Management and Organizations	4	IMBX-SHU 102	Global Experience Design	4
MGMT-SHU 425	Managing Change	4	IMBX-SHU 103	Understanding Financial Technology	4
MKTG-SHU 1	Introduction to Marketing	4	IMBX-SHU 105	Introduction to the Technology Innovation Process	4
MKTG-SHU 2	Consumer Behavior	4	IMBX-SHU 106	Introduction to Media Industries and Institutions	4
MKTG-SHU 3	Advertising Management	4	IMBX-SHU 201	The Minimum Viable Product	4
MKTG-SHU 9	Research for Customer Insights	4	IMBX-SHU 210	The Strategist	2
MKTG-SHU 53	Pricing	4	IMBX-SHU 211	Design Thinking	4
MKTG-SHU 57	Digital Marketing	4	IMBX-SHU 212	Generative AI: A Business Revolution	4
MKTG-SHU 64	Global Marketing Strategy	4	IMBX-SHU 220	Playing to Win: Game Design, Development, and Business	4
MKTG-SHU 110	Practicum on Innovation and Branding	4	IMBX-SHU 221	Content Creation and Management on Social Media	4
MKTG-SHU 154	Digital Marketing Analytics	4	IMBX-SHU 222	Reinventing the Brand	4
MKTG-SHU 200	Strategic Marketing in China: Live Projects and Case Studies	4	IMBX-SHU 230	User Research Fundamentals	4
MKTG-SHU 228	Strategic Marketing in China: Live Projects and Case Studies	4	IMBX-SHU 250	Prototyping for People	4
MKTG-SHU 229	Luxury and Luxury Marketing	4	IMBX-SHU 254	Introduction to Mindful Product Management	4
MKTG-SHU 310	Retail Technology and Channel Management: The Chinese Market	4	IMBX-SHU 261	Global Media and International Law	4
PCIX-SHU 101	Creativity Considered	4	IMBX-SHU 262	Global Beauty Industry	4
PCIX-SHU 201	Design Thinking	4	IMBX-SHU 360	Global Media and Finance	4
PCIX-SHU 301	Entrepreneurship Experienced	4	IMBX-SHU 362	Entrepreneurship and Globalization	4
SOCs-SHU 241	Cultures of Business and Work	4	IMBX-SHU 501	Realtime	2
SOCs-SHU 391	International Investment in Developing Countries: China and Africa	4	IMBX-SHU 9501	Going Live: Real-Time Streaming and Interactive Media	2
SOIM-SHU 6	Law, Business, & Society	4	INTM-SHU 10J	Neighborhood, Map, Phone	4
SOIM-SHU 65	Organizational Communication and Its Social Context	4	INTM-SHU 124	Emerging Technologies & Computational Arts	4
SOIM-SHU 165	Advanced Organizational Communication	4	INTM-SHU 125	Digital Arts and New Media	4
SOIM-SHU 9006	Law, Business, & Society	4	INTM-SHU 126	Introduction to 3D	2
<b>Interactive Media Arts/Business Elective Courses</b>			INTM-SHU 127	Paper Art: History and Practice	4
<b>Code</b>	<b>Title</b>	<b>Credits</b>	INTM-SHU 129	Industrial Design in Action	4
ART-SHU 222	Site and Situation: Social Space and Public Art	4	INTM-SHU 129T	Digital Design and Fabrication	4
ART-SHU 250	Visual Culture and Social Art Practice: Collaborations and Community Interactions	4	INTM-SHU 130	Working with Electrons	4
ART-SHU 251	Typography in the Urban Environment	4	INTM-SHU 132	Kinetic Light	4
ART-SHU 255	Printmaking in an Expanded Field	4	INTM-SHU 134	Movement Practices and Computing	4
ART-SHU 274	Woodblock Printmaking: Practice and Theory	4	INTM-SHU 138	Responsive Environments: Designing Interactive, Sentient, and Intelligent Spaces	4
ART-SHU 306	Moving Images I	4	INTM-SHU 138T	Extended Perception	4
ART-SHU 307	Moving Images II	4	INTM-SHU 140T-A	Open Project Salon	2
ART-SHU 375	The Graphic Novel	4	INTM-SHU 140T-B	Open Project Salon	2
BUSF-SHU 211A	Design Thinking - Part I	2	INTM-SHU 141	Art and the Anthropocene: Material-Based Activism	4
BUSF-SHU 211B	Design Thinking - Part II	2	INTM-SHU 142	Writing with AI: Philosophy and Practice	2
BUSF-SHU 232	Entrepreneurship Explored	4	INTM-SHU 150	Storytelling in Mixed Reality	4
CCST-SHU 141	Innovation in/of Daily Spaces	2	INTM-SHU 150J	Mobile Media	4
CRWR-SHU 175	Storytelling Strategies	4	INTM-SHU 151	Learning with Turtles	4
CRWR-SHU 245	Intermediate Fiction Workshop: Speculative Fictions	4	INTM-SHU 152T	Woodworking for Art and Design	4

INTM-SHU 165	Talking Fabrics	4	INTM-SHU 244	Bio-Inspired Robot Systems	4
INTM-SHU 180	Design Expo	4	INTM-SHU 245	Topics in Experimental Interfaces & Physical Computing - 2pt	2
INTM-SHU 184	Communities & Net Literature	4	INTM-SHU 245A	Topics in Physical Computing & Experimental Interfaces:	2
INTM-SHU 185	Interactive Fashion	4	INTM-SHU 246	Topics in Experimental Interfaces & Physical Computing - 4pt	4
INTM-SHU 187T	E-textiles	2	INTM-SHU 246A	Topics in Experimental Interfaces & Physical Computing - 4pt	4
INTM-SHU 190	Collective Methods	4	INTM-SHU 247	Creative Game Design and Development	4
INTM-SHU 193	Chinese Cyberculture	4	INTM-SHU 248	Introduction to Assistive Technology	2
INTM-SHU 194	Global Media Cultures	4	INTM-SHU 249	Street Life & Street Food in the 21st Century City	4
INTM-SHU 195	After Us: Post-human Media	4	INTM-SHU 250	Special Topics in Digital Humanities: Street Food & Urban Farming	4
INTM-SHU 200	Topics in IMA:	4	INTM-SHU 251	Making Maker Education	2
INTM-SHU 201	Expanded Web	4	INTM-SHU 251H	Making Maker Education 4pt	4
INTM-SHU 202	Media Architecture	4	INTM-SHU 252	The Minimum Viable Product	2
INTM-SHU 203T	Intro to Movement Practices	2	INTM-SHU 253	Creating Assistive Technology	4
INTM-SHU 204	Critical Data and Visualization	4	INTM-SHU 254	Nature of Code	4
INTM-SHU 205	What is New Media?	4	INTM-SHU 255	Topics in Business of Emerging Media	2
INTM-SHU 205T	The Artificial: Programming and Planetaryity	4	INTM-SHU 256	Topics in Business of Emerging Media	4
INTM-SHU 206T	Topic: Media Past and Future	4	INTM-SHU 257	Immersive Arts	4
INTM-SHU 207T	Topic: AI and Culture: Paths of Definition, Paths of Development	2	INTM-SHU 258	Machine Learning for Artists and Designers	4
INTM-SHU 208D	Realtime Audiovisual Performance Systems	4	INTM-SHU 259	Immersive Design for Video Games	2
INTM-SHU 209	This is the Remix	4	INTM-SHU 260	Topics in Electronics & Physical Computing:	4
INTM-SHU 210	Animation: Traditional Techniques & Contemporary Practices	4	INTM-SHU 261	Data: Code it, Make it	4
INTM-SHU 211	Animation and Dynamic Surfaces	4	INTM-SHU 262	Urban Farming: Technology and Community	4
INTM-SHU 212	Sound & Vision	4	INTM-SHU 265	Topics in Digital Humanities:	4
INTM-SHU 213	Unmanned Aerial Storytelling	2	INTM-SHU 266	Digital Heritage	4
INTM-SHU 214	User Experience Design	4	INTM-SHU 267	The Cultivated City	4
INTM-SHU 215	Machine Learning for New Interfaces	4	INTM-SHU 268	Acoustic Ethnography of the Yangtze Delta	4
INTM-SHU 216	Unsustainable Fashion	4	INTM-SHU 270	Generating and Expressing Data	4
INTM-SHU 217	Make Believe	4	INTM-SHU 271	Remade in China	4
INTM-SHU 218	Design and Fabrication of Everyday Things	4	INTM-SHU 280	Topics in New Media & Entertainment	4
INTM-SHU 221	Creating Immersive Worlds	2	INTM-SHU 280A	Topics in New Media & Entertainment	4
INTM-SHU 222	Introduction to Robotics	4	INTM-SHU 280B	Topics in New Media & Entertainment	4
INTM-SHU 223	Programming Design Systems	4	INTM-SHU 280C	VR / AR Fundamentals	4
INTM-SHU 224	Unconventional Design+Interactions	4	INTM-SHU 280D	Realtime Audiovisual Performance Systems	4
INTM-SHU 225	Media and Participation	4	INTM-SHU 280E	Topics in New Media & Entertainment	4
INTM-SHU 226	Artificial Intelligence Arts	4	INTM-SHU 281	Topics in New Media & Entertainment	2
INTM-SHU 227	ABC Browser Circus	4	INTM-SHU 282	Fairy Tales for the 21st Century	2
INTM-SHU 228	Digital + Sculpture	4	INTM-SHU 283	Locative Media	4
INTM-SHU 229	Topics in Computation & Data:	2	INTM-SHU 284	Digital Sculpting for Facial Animation	4
INTM-SHU 230	Topics in Computation & Data:	4	INTM-SHU 285	Seminar Topics	4
INTM-SHU 231	Developing Web	4	INTM-SHU 286	Theories and Practices of Transmedia Storytelling	4
INTM-SHU 233	Collaborative Design	4	INTM-SHU 287	NIME: New Interfaces for Musical Expression	4
INTM-SHU 234	Rapid Prototyping	4	INTM-SHU 288	Kinetic Interfaces	4
INTM-SHU 235	Topics in Art & Design - 2pt	2	INTM-SHU 289	Exploring & Creating Sonic Environments	4
INTM-SHU 236	Topics in Art & Design	4	INTM-SHU 291	Solar Contraptions	2
INTM-SHU 238	Toy Design and Prototyping	4	INTM-SHU 294	History of Human Computer Interaction	4
INTM-SHU 239	Digital Fabrication	2	INTM-SHU 295	Seminar Topics:	4
INTM-SHU 240	Solar Solutions: Considering The Sun in our Digital Future	4	INTM-SHU 296	The Planetary: Computation in the Anthropocene	4
INTM-SHU 241	VFX in the Age of Virtual Production	4	INTM-SHU 297T	Synthetic Senses and Sensation	2
INTM-SHU 242	Exhibition: Next	4			
INTM-SHU 243	Introduction to Animation	4			

INTM-SHU 301	Advanced Lab: Open Project	2
INTM-SHU 303	Advanced Lab: Shaders	2
INTM-SHU 304	Advanced Lab: Web Page to Web Space	4
INTM-SHU 305	Advanced Seminar: Hello Metaverse	2
INTM-SHU 306	Advanced Lab: Synthetic Media	4
INTM-SHU 307	Advanced Lab: ABC Browser Circus on Tour (Mobile)	4
INTM-SHU 308	Advanced Lab: Mixed Reality and Cultural Heritage	4
INTM-SHU 350	Advanced Seminar: Media's Material and Environmental Relations	4
INTM-SHU 351	Advanced Seminar: Machine Decision is Not Final	2
PCIX-SHU 101	Creativity Considered	4
PCIX-SHU 102	Experience Studio	2
PCIX-SHU 103	Life Design	4
PCIX-SHU 201	Design Thinking	4
PCIX-SHU 202	Communicating for Influence	4
PCIX-SHU 241	Creative Learning Design	4
PCIX-SHU 301	Entrepreneurship Experienced	4
PHIL-SHU 130	Philosophy of Technology: Thinking Machines	4
PSYC-SHU 344	Psychology of Human-Machine Communication and Relationships	4
SOCS-SHU 225	Media and Participation	4
SOCS-SHU 353	Urban Design Studio: Pocket Space in Shanghai	4
WRIT-SHU 240	Storytelling with Data Visualization	4
WRIT-SHU 245	Digital Storytelling: Lessons of the Out of Eden Project	4

## Sample Plan of Study

Course	Title	Credits
<b>1st Semester/Term</b>		
CCSF-SHU 101L	Global Perspectives on Society	4
Core Class		4
Core Class		4
Chinese or EAP		4
<b>Credits</b>		<b>16</b>
<b>2nd Semester/Term</b>		
WRIT-SHU 102	Writing as Inquiry	4
IMBX-SHU 110	Innovation Lab	4
Core Class		4
Chinese or EAP		4
<b>Credits</b>		<b>16</b>
<b>3rd Semester/Term</b>		
WRIT-SHU 201	Perspectives on the Humanities	4
Emerging Media Foundation Course		4
Interactive Media Elective		4
Chinese or Core Course		4
<b>Credits</b>		<b>16</b>
<b>4th Semester/Term</b>		
ECON-SHU 251	Economics of Global Business	4
BUSF-SHU 250	Principles of Financial Accounting	4
Interactive Media Elective		4
Chinese or Core Course		4
<b>Credits</b>		<b>16</b>
<b>5th Semester/Term</b>		
Interactive Media Elective		4
Core Class		4
Business Flexible Core		4

Core Course or General Elective		4
<b>Credits</b>		<b>16</b>
<b>6th Semester/Term</b>		
Interactive Media Elective		4
Business Flexible Core		4
Business Elective		4
Business Elective		4
<b>Credits</b>		<b>16</b>
<b>7th Semester/Term</b>		
IMBX-SHU 400	IMB Capstone 1	4
Core or General Elective		4
Business Elective		4
General Elective		4
<b>Credits</b>		<b>16</b>
<b>8th Semester/Term</b>		
IMBX-SHU 401	IMB Capstone 2	4
Interactive Media Elective		4
General Elective		4
General Elective		4
<b>Credits</b>		<b>16</b>
<b>Total Credits</b>		<b>128</b>

## Learning Outcomes

Upon successful completion of this program, students will:

1. Proficiency in the development of interactive media projects from concept to working prototype. They apply skills in interaction design, computational thinking, media production, and/or fabrication.
2. Conceptual thinking in the ideation of their work and the pursuit of related research.
3. Critical thinking skills that facilitate analysis and placement of their work within various research contexts (i.e., cultural, historical, aesthetic, business, and/or technological.) They use these skills for thesis development, and for drawing research conclusions.
4. Visual, verbal, and written communication skills relevant to the development, documentation, and presentation of their work.
5. Organization, collaboration, management, and group conflict resolution skills that help them execute interactive media projects within individual and group environments.
6. Conceptual and applied knowledge of business fundamentals (i.e., management, marketing, and/or finance) related to interactive media in general, and to their projects in particular.

## Policies

### Prerequisite Courses for Declaring a Major

Final grade of C/ current semester midterm grade of B or higher in Innovation Lab.

### Double Major Restrictions

Interactive Media + Business students are not able to double major in any of the following:

- Business and Finance (<https://bulletins.nyu.edu/undergraduate/shanghai/programs/business-finance-bs/>)
- Business and Marketing (<https://bulletins.nyu.edu/undergraduate/shanghai/programs/business-marketing-bs/>)
- Interactive Media Arts (<https://bulletins.nyu.edu/undergraduate/shanghai/programs/interactive-media-arts-bs/>)

## **NYU Policies**

University-wide policies can be found on the New York University Policy pages (<https://bulletins.nyu.edu/nyu/policies/>).

## **NYU Shanghai Policies**

Additional academic policies can be found on the NYU Shanghai Academic Policies page (<https://bulletins.nyu.edu/undergraduate/shanghai/academic-policies/>).