

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
Core Courses		
<i>Social and Cultural Foundations</i>		
CCSF-SHU 101L	Global Perspectives on Society	4
Interdisciplinary Perspectives on China (Two Courses)		
<i>Writing</i>		
WRIT-SHU 102	Writing as Inquiry	4
WRIT-SHU 201	Perspectives on the Humanities	4
<i>Language</i>		
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
Major Requirements		
<i>IMB Foundation Courses</i>		
IMBX-SHU 110	Innovation Lab	4
Select one of the following:		
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: ¹		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-	Management and Organizations	
SHU 301		
MKTG-SHU 1 Introduction to Marketing		
<i>Business Elective Courses</i>		
Select 12 credits from the Business Elective Courses listed below		12
<i>IMB 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
Other Elective Credits		12-20
Total Credits		128

¹ Sophomore standing required

Business Elective Courses

Code	Title	Credits				
BPEP-SHU 9042	The Political Economy of East Asia	4	BUSF-SHU 351	Operations Management	4	
BUSF-SHU 48	Derivatives	4	BUSF-SHU 353	International Financial Management	4	
BUSF-SHU 101	Statistics for Business and Economics	4	BUSF-SHU 361	Entrepreneurial Finance	4	
BUSF-SHU 188	Chinese Business and Finance – A Bilingual Introduction	4	BUSF-SHU 366	Applications in Entrepreneurial Finance: Fintech	4	
BUSF-SHU 200A	Topics in Business	4	BUSF-SHU 369	Quantitative Strategies	4	
BUSF-SHU 200B	Topics in Business	4	BUSF-SHU 390	Corporate Transaction Financial and Valuation Modeling	4	
BUSF-SHU 200D	Business Consulting in China	4	BUSF-SHU 420	Business Topics Course: Financial Market Volatility Modeling	4	
BUSF-SHU 200F	Fixed Income Derivatives	2	BUSF-SHU 421	Financial Distress, Restructuring, and Turnaround	4	
BUSF-SHU 200G	Experiential Mediation	4	BUSF-SHU 441	Private Equity & Venture Capital in Asia and Emerging Markets	4	
BUSF-SHU 202	Foundations of Finance	4	BUSF-SHU 442	International Project and Structured Investing and Financing	4	
BUSF-SHU 206	Investing And Financing In And With China	4	BUSF-SHU 997	Business Independent Study	1-4	
BUSF-SHU 215	Alternative Investments I: Principles & Strategies	4	ECON-SHU 3	Microeconomics	4	
BUSF-SHU 220F	Debt Instruments	2	ECON-SHU 216	Introduction to Game Theory	4	
BUSF-SHU 221	Professional Responsibility & Leadership	2	ECON-SHU 315	Competitive Analysis	4	
BUSF-SHU 222	Risk Management in Financial Institutions	4	ECON-SHU 356	Antitrust and Competition Policy in the Digital Era	4	
BUSF-SHU 225	Negotiation and Consensus Building	4	ECON-SHU 453	Economics Honors Seminar	2	
BUSF-SHU 228	Sustainable Finance: Climate-Conscious and Long-Term Investing	3	IMBX-SHU 103	Understanding Financial Technology	4	
BUSF-SHU 229	Behavioral Finance	4	IMBX-SHU 210	The Strategist	2	
BUSF-SHU 232	Entrepreneurship Explored	4	IMBX-SHU 362	Entrepreneurship and Globalization	4	
BUSF-SHU 244	Portfolio Management	4	MATH-SHU 235	Probability and Statistics	4	
BUSF-SHU 250	Principles of Financial Accounting	4	MATH-SHU 250	Mathematics of Finance	4	
BUSF-SHU 252	Global Business Immersion: Shanghai	3	MGMT-SHU 4	Global Strategy	4	
BUSF-SHU 270	Financial Reporting & Disclosure	4	MGMT-SHU 18	Strategic Analysis	4	
BUSF-SHU 271	AI for Business – Reinforcement Learning	2	MGMT-SHU 401	Research Methods in Management and Organizations	4	
BUSF-SHU 272	Blockchain and its Business Applications	4	MGMT-SHU 425	Managing Change	4	
BUSF-SHU 273	Big Data and Data Mining: Business Applications	4	MKTG-SHU 1	Introduction to Marketing	4	
BUSF-SHU 274	Distributed Ledger Technology: Ethereum, DeFi, and Beyond	4	MKTG-SHU 2	Consumer Behavior	4	
BUSF-SHU 275	Exploring the Future of Innovations: Emerging Technologies, Business Strategies and Development	4	MKTG-SHU 3	Advertising Management	4	
BUSF-SHU 276	AI for Business – Machine Learning	2	MKTG-SHU 9	Research for Customer Insights	4	
BUSF-SHU 286	Chinese Financial Markets	4	MKTG-SHU 53	Pricing	4	
BUSF-SHU 288	Doing Business with China	4	MKTG-SHU 57	Digital Marketing	4	
BUSF-SHU 289	NYU Big Ideas Series: The Role of China in the Future of World Business	4	MKTG-SHU 64	Global Marketing Strategy	4	
BUSF-SHU 303	Corporate Finance	4	MKTG-SHU 110	Practicum on Innovation and Branding	4	
BUSF-SHU 304	Futures and Options	4	MKTG-SHU 154	Digital Marketing Analytics	4	
BUSF-SHU 305	Debt Instruments and Markets	4	MKTG-SHU 200	Strategic Marketing in China: Live Projects and Case Studies	4	
BUSF-SHU 308	Hedge Fund Strategies	4	MKTG-SHU 228	Strategic Marketing in China: Live Projects and Case Studies	4	
BUSF-SHU 309	Financial Statement Analysis	4	MKTG-SHU 229	Luxury and Luxury Marketing	4	
BUSF-SHU 310	Data Science for Social and Information Networks	4	MKTG-SHU 310	Retail Technology and Channel Management: The Chinese Market	4	
BUSF-SHU 311	New Venture Strategy	4	PCIX-SHU 101	Creativity Considered	4	
BUSF-SHU 312	International Business and Trade	4	PCIX-SHU 201	Design Thinking	4	
BUSF-SHU 318	Investing in Emerging and Frontier Markets: Opportunities and Challenges	4	PCIX-SHU 301	Entrepreneurship Experienced	4	
BUSF-SHU 321	Equity Valuation	4	SOCS-SHU 241	Cultures of Business and Work	4	
BUSF-SHU 334	Advanced Futures and Options	4	SOCS-SHU 391	International Investment in Developing Countries: China and Africa	4	
BUSF-SHU 350	Managerial Accounting	4				

SOIM-SHU 65	Organizational Communication and Its Social Context	4	INTM-SHU 132	Kinetic Light	4
SOIM-SHU 9006	Law, Business, & Society	4	INTM-SHU 134	Movement Practices and Computing	4
			INTM-SHU 138	Responsive Environments: Designing Interactive, Sentient, and Intelligent Spaces	4
IMB Elective Courses					
Code	Title	Credits			
ART-SHU 222	Site and Situation: Public Art	4	INTM-SHU 138T	Extended Perception	4
ART-SHU 250	Visual Culture and Social Art Practice: Collaborations and Community Interactions	4	INTM-SHU 140T-A	Open Project Salon	2
ART-SHU 255	Printmaking in an Expanded Field	4	INTM-SHU 140T-B	Open Project Salon	2
ART-SHU 274	Chinese Woodblock Printmaking: A Socially Engaged Graphic Art Form	4	INTM-SHU 141	Art and the Anthropocene: Material-Based Activism	4
ART-SHU 306	Moving Images I	4	INTM-SHU 142	Writing with AI: Philosophy and Practice	2
ART-SHU 307	Moving Images II	4	INTM-SHU 150	Storytelling in Mixed Reality	4
ART-SHU 320	Experiences in Time: The Art of Time-based Media	4	INTM-SHU 151	Learning with Turtles	4
ART-SHU 375	The Graphic Novel	4	INTM-SHU 152T	Woodworking for Art and Design	4
BUSF-SHU 232	Entrepreneurship Explored	4	INTM-SHU 166	The Media World of Animation: History and Theory	4
CRWR-SHU 175	Storytelling Strategies	4	INTM-SHU 185	Interactive Fashion	4
CRWR-SHU 245	Intermediate Fiction Workshop: Speculative Fictions	4	INTM-SHU 187T	E-textiles	2
GCHN-SHU 236	Immersive Narrative of Chinese Monuments	4	INTM-SHU 194	Global Media Cultures	4
HIST-SHU 158	Is That Art? The Rise of the Avant-Garde	4	INTM-SHU 195	After Us: Post-human Media	4
HUMN-SHU 182	Contemporary East Asian Media Culture	4	INTM-SHU 200	Topics in IMA:	4
HUMN-SHU 231	Making Sense of Contemporary Art	4	INTM-SHU 201	Expanded Web	4
IMBX-SHU 102	Global Experience Design	4	INTM-SHU 202	Media Architecture	4
IMBX-SHU 103	Understanding Financial Technology	4	INTM-SHU 203T	Intro to Movement Practices	2
IMBX-SHU 105	Introduction to the Technology Innovation Process	4	INTM-SHU 204	Critical Data and Visualization	4
IMBX-SHU 106	Introduction to Media Industries and Institutions	4	INTM-SHU 205T	The Artificial: Programming and Planetarity	4
IMBX-SHU 201	The Minimum Viable Product	4	INTM-SHU 206T	Topic: Media Past and Future	4
IMBX-SHU 210	The Strategist	2	INTM-SHU 207T	Topic: AI and Culture: Paths of Definition, Paths of Development	2
IMBX-SHU 212	Generative AI: A Business Revolution	4	INTM-SHU 208D	Realtime Audiovisual Performance Systems	4
IMBX-SHU 220	Playing to Win: Game Design, Development, and Business	4	INTM-SHU 214	User Experience Design	4
IMBX-SHU 221	Content Creation and Management on Social Media	4	INTM-SHU 215	Machine Learning for New Interfaces	4
IMBX-SHU 222	Reinventing the Brand	4	INTM-SHU 217	Make Believe	4
IMBX-SHU 230	User Research Fundamentals	4	INTM-SHU 218	Design and Fabrication of Everyday Things	4
IMBX-SHU 250	Prototyping for People	4	INTM-SHU 222	Introduction to Robotics	4
IMBX-SHU 254	Introduction to Mindful Product Management	4	INTM-SHU 223	Programming Design Systems	4
IMBX-SHU 261	Global Media and International Law	4	INTM-SHU 224	Unconventional Design+Interactions	4
IMBX-SHU 262	Global Beauty Industry	4	INTM-SHU 226	Artificial Intelligence Arts	4
IMBX-SHU 263	Fashion Industry in East Asia	4	INTM-SHU 227	ABC Browser Circus	4
IMBX-SHU 360	Global Media and Finance	4	INTM-SHU 228	Digital + Sculpture	4
IMBX-SHU 362	Entrepreneurship and Globalization	4	INTM-SHU 234	Rapid Prototyping	4
IMBX-SHU 501	Realtime	2	INTM-SHU 235	Topics in Art & Design - 2pt	2
IMBX-SHU 9501	Going Live: Real-Time Streaming and Interactive Media	2	INTM-SHU 238	Toy Design and Prototyping	4
INTM-SHU 124	Emerging Technologies & Computational Arts	4	INTM-SHU 239	Digital Fabrication	2
INTM-SHU 125	Digital Arts and New Media	4	INTM-SHU 241	VFX in the Age of Virtual Production	4
INTM-SHU 126	Introduction to 3D	2	INTM-SHU 242	Exhibition: Next	4
INTM-SHU 129	Industrial Design in Action	4	INTM-SHU 243	Introduction to Animation	4
INTM-SHU 129T	Digital Design and Fabrication	4	INTM-SHU 244	Bio-Inspired Robot Systems	4
INTM-SHU 130	Working with Electrons	4	INTM-SHU 247	Creative Game Design and Development	4
			INTM-SHU 253	Creating Assistive Technology	4
			INTM-SHU 254	Nature of Code	4
			INTM-SHU 255	Topics in Business of Emerging Media	2
			INTM-SHU 257	Immersive Arts	4

INTM-SHU 258	Machine Learning for Artists and Designers	4	2nd Semester/Term	
INTM-SHU 259	Immersive Design for Video Games	2	WRIT-SHU 102	Writing as Inquiry
INTM-SHU 261	Data: Code it, Make it	4	IMBX-SHU 110	Innovation Lab
INTM-SHU 262	Urban Farming: Technology and Community	4	Core Class	
INTM-SHU 265	Topics in Digital Humanities:	4	Chinese or EAP	
INTM-SHU 266	Digital Heritage	4		Credits
INTM-SHU 267	The Cultivated City	4		16
INTM-SHU 268	Acoustic Ethnography of the Yangtze Delta	4	3rd Semester/Term	
INTM-SHU 271	Remade in China	4	WRIT-SHU 201	Perspectives on the Humanities
INTM-SHU 280C	VR / AR Fundamentals	4	IMB Foundation Course	
INTM-SHU 280D	Realtime Audiovisual Performance Systems	4	Interactive Media Elective	
INTM-SHU 283	Locative Media	4	Chinese or Core Course	
INTM-SHU 284	Digital Sculpting for Facial Animation	4		Credits
INTM-SHU 286	Theories and Practices of Transmedia Storytelling	4		16
INTM-SHU 287	NIME: New Interfaces for Musical Expression	4	4th Semester/Term	
INTM-SHU 289	Exploring & Creating Sonic Environments	4	ECON-SHU 251	Economics of Global Business
INTM-SHU 294	History of Human Computer Interaction	4	BUSF-SHU 250	Principles of Financial Accounting
INTM-SHU 296	The Planetary: Computation in the Anthropocene	4	Interactive Media Elective	
INTM-SHU 297T	Synthetic Senses and Sensation	2	Chinese or Core Course	
INTM-SHU 301	Advanced Lab: Open Project	2		Credits
INTM-SHU 303	Advanced Lab: Shaders	2		16
INTM-SHU 304	Advanced Lab: Web Page to Web Space	4	5th Semester/Term	
INTM-SHU 305	Advanced Seminar: Hello Metaverse	2	Interactive Media Elective	
INTM-SHU 306	Advanced Lab: Synthetic Media	4	Core Class	
INTM-SHU 307	Advanced Lab: ABC Browser Circus on Tour (Mobile)	4	Business Flexible Core	
INTM-SHU 308	Advanced Lab: Mixed Reality and Cultural Heritage	4	Core Course or General Elective	
INTM-SHU 350	Advanced Seminar: Media's Material and Environmental Relations	4		Credits
INTM-SHU 351	Advanced Seminar: Machine Decision is Not Final	2		16
INTM-SHU 352	Advanced Media Theory	4	6th Semester/Term	
PCIX-SHU 101	Creativity Considered	4	Interactive Media Elective	
PCIX-SHU 102	Experience Studio	2	Business Flexible Core	
PCIX-SHU 103	Life Design	4	Business Elective	
PCIX-SHU 201	Design Thinking	4	Business Elective	
PCIX-SHU 202	Communicating for Influence	4		Credits
PCIX-SHU 241	Creative Learning Design	4		16
PCIX-SHU 301	Entrepreneurship Experienced	4	Total Credits	128
PHIL-SHU 130	Philosophy of Technology: Thinking Machines	4		
PSYC-SHU 344	Psychology of Human-Machine Communication and Relationships	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
1st Semester/Term		
CCSF-SHU 101L	Global Perspectives on Society	4
Core Class		4
Core Class		4
Chinese or EAP		4
	Credits	16

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

Program Policies

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>).

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/>).