# INTERACTIVE MEDIA BUSINESS (MINOR)

## Program Description

The Interactive Media + Business (IMB) minor 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. IMB students are challenged to imagine and implement interactive products and services that fearlessly investigate the recently possible in media, technology, and communication. IMB minors 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 experiences. The IMB minor 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 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 minors will take a unique blend of interactive media, technology, and business foundation courses, including Innovation Lab, which introduces modern rapid prototyping, theories of innovation, early-stage business concepts, and user experience design. For their second foundation course, IMB students will choose between one of 5 courses: Interaction Lab, which covers interaction design, electronics, computation, and digital fabrication;Communication Lab, which covers digital media production methods, including imaging, audio, video, and Web development;,Creative Coding Lab, which introduces students to the fundamentals of computation, software design, and web technologies; Intro to Computer Programming, which provides a foundational introduction to computing and data science processes; and Introduction to Media Industries and Institutions, which provides an overview of the business of media and the uses of media in business contexts. Business foundation courses include Economics of Global Business, and Principles of Financial Accounting. Students also choose from a range of elective courses across the disciplines of business, emerging media, art and design, the humanities, social and physical sciences, as well as computation and data.

## Program Requirements

| Course | Title | Credits |
|---|---|---|
| BUSF-SHU 250 | Principles of Financial Accounting | 4 |
| ECON-SHU 251 | Economics of Global Business | 4 |
| *Interactive Media Foundation Courses* | | |
| 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? | |
| *Business Elective Courses* | | |
| Any Business core, elective, or an approved IMBX-SHU course | | 4 |
| *Interactive Media Elective Courses* | | |

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| Any courses starting with the IMBX-SHU, INTM-SHU or PCIX-SHU subject code | | 4 |
| **Total Credits** | | **24** |

## Business Core & Elective Courses

| Code | Title | Credits |
|---|---|---|
| BUSF-SHU 101 | Statistics for Business and Economics | 4 |
| BUSF-SHU 142 | Information Technology in Business & Society | 4 |
| BUSF-SHU 202 | Foundations of Finance | 4 |
| BUSF-SHU 210 | Business Analytics | 4 |
| BUSF-SHU 250 | Principles of Financial Accounting | 4 |
| BUSF-SHU 351 | Operations Management | 4 |
| ECON-SHU 3 | Microeconomics | 4 |
| ECON-SHU 251 | Economics of Global Business | 4 |
| MATH-SHU 235 | Probability and Statistics | 4 |
| MGMT-SHU 301 | Management and Organizations | 4 |
| MKTG-SHU 1 | Introduction to Marketing | 4 |

## Interactive Media Arts Electives

| Code | Title | Credits |
|---|---|---|
| ART-SHU 222 | Site and Situation: Public Art | 4 |
| ART-SHU 250 | Visual Culture and Social Art Practice: Collaborations and Community Interactions | 4 |
| ART-SHU 255 | Printmaking in an Expanded Field | 4 |
| ART-SHU 274 | Chinese Woodblock Printmaking: A Socially Engaged Graphic Art Form | 4 |
| ART-SHU 306 | Moving Images I | 4 |
| ART-SHU 307 | Moving Images II | 4 |
| ART-SHU 320 | Experiences in Time: The Art of Time-based Media | 4 |
| ART-SHU 375 | The Graphic Novel | 4 |
| BUSF-SHU 232 | Entrepreneurship Explored | 4 |
| CRWR-SHU 175 | Storytelling Strategies | 4 |
| GCHN-SHU 236 | Immersive Narrative of Chinese Monuments | 4 |
| HIST-SHU 158 | Is That Art? The Rise of the Avant-Garde | 4 |
| HUMN-SHU 231 | Making Sense of Contemporary Art | 4 |
| IMBX-SHU 110 | Innovation Lab | 4 |
| IMBX-SHU 220 | Playing to Win: Game Design, Development, and Business | 4 |
| IMBX-SHU 501 | Realtime | 2 |
| IMBX-SHU 9501 | Going Live: Real-Time Streaming and Interactive Media | 2 |
| INTM-SHU 124 | Emerging Technologies & Computational Arts | 4 |
| INTM-SHU 125 | Digital Arts and New Media | 4 |
| INTM-SHU 126 | Introduction to 3D | 2 |
| INTM-SHU 129 | Industrial Design in Action | 4 |
| INTM-SHU 129T | Digital Design and Fabrication | 4 |
| INTM-SHU 130 | Working with Electrons | 4 |
| INTM-SHU 132 | Kinetic Light | 4 |
| INTM-SHU 134 | Movement Practices and Computing | 4 |
| INTM-SHU 138 | Responsive Environments: Designing Interactive, Sentient, and Intelligent Spaces | 4 |
| INTM-SHU 138T | Extended Perception | 4 |
| INTM-SHU 140T-A | Open Project Salon | 2 |

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| INTM-SHU 140T-B | Open Project Salon | 2 |
| INTM-SHU 141 | Art and the Anthropocene: Material-Based Activism | 4 |
| INTM-SHU 142 | Writing with AI: Philosophy and Practice | 2 |
| INTM-SHU 150 | Storytelling in Mixed Reality | 4 |
| INTM-SHU 151 | Learning with Turtles | 4 |
| INTM-SHU 152T | Woodworking for Art and Design | 4 |
| INTM-SHU 166 | The Media World of Animation: History and Theory | 4 |
| INTM-SHU 185 | Interactive Fashion | 4 |
| INTM-SHU 187T | E-textiles | 2 |
| INTM-SHU 194 | Global Media Cultures | 4 |
| INTM-SHU 195 | After Us: Post-human Media | 4 |
| INTM-SHU 200 | Topics in IMA: | 4 |
| INTM-SHU 201 | Expanded Web | 4 |
| INTM-SHU 202 | Media Architecture | 4 |
| INTM-SHU 203T | Intro to Movement Practices | 2 |
| INTM-SHU 204 | Critical Data and Visualization | 4 |
| INTM-SHU 205T | The Artificial: Programming and Planetarity | 4 |
| INTM-SHU 206T | Topic: Media Past and Future | 4 |
| INTM-SHU 207T | Topic: AI and Culture: Paths of Definition, Paths of Development | 2 |
| INTM-SHU 208D | Realtime Audiovisual Performance Systems | 4 |
| INTM-SHU 214 | User Experience Design | 4 |
| INTM-SHU 215 | Machine Learning for New Interfaces | 4 |
| INTM-SHU 217 | Make Believe | 4 |
| INTM-SHU 218 | Design and Fabrication of Everyday Things | 4 |
| INTM-SHU 222 | Introduction to Robotics | 4 |
| INTM-SHU 223 | Programming Design Systems | 4 |
| INTM-SHU 224 | Unconventional Design+Interactions | 4 |
| INTM-SHU 226 | Artificial Intelligence Arts | 4 |
| INTM-SHU 227 | ABC Browser Circus | 4 |
| INTM-SHU 228 | Digital + Sculpture | 4 |
| INTM-SHU 234 | Rapid Prototyping | 4 |
| INTM-SHU 235 | Topics in Art & Design - 2pt | 2 |
| INTM-SHU 238 | Toy Design and Prototyping | 4 |
| INTM-SHU 239 | Digital Fabrication | 2 |
| INTM-SHU 241 | VFX in the Age of Virtual Production | 4 |
| INTM-SHU 242 | Exhibition: Next | 4 |
| INTM-SHU 243 | Introduction to Animation | 4 |
| INTM-SHU 244 | Bio-Inspired Robot Systems | 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 |
| INTM-SHU 259 | Immersive Design for Video Games | 2 |
| INTM-SHU 261 | Data: Code it, Make it | 4 |
| INTM-SHU 262 | Urban Farming: Technology and Community | 4 |
| INTM-SHU 265 | Topics in Digital Humanities: | 4 |
| INTM-SHU 266 | Digital Heritage | 4 |
| INTM-SHU 267 | The Cultivated City | 4 |

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| INTM-SHU 268 | Acoustic Ethnography of the Yangtze Delta | 4 |
| INTM-SHU 271 | Remade in China | 4 |
| INTM-SHU 280C | VR / AR Fundamentals | 4 |
| INTM-SHU 280D | Realtime Audiovisual Performance Systems | 4 |
| INTM-SHU 283 | Locative Media | 4 |
| INTM-SHU 284 | Digital Sculpting for Facial Animation | 4 |
| INTM-SHU 286 | Theories and Practices of Transmedia Storytelling | 4 |
| INTM-SHU 287 | NIME: New Interfaces for Musical Expression | 4 |
| INTM-SHU 289 | Exploring & Creating Sonic Environments | 4 |
| INTM-SHU 294 | History of Human Computer Interaction | 4 |
| INTM-SHU 296 | The Planetary: Computation in the Anthropocene | 4 |
| INTM-SHU 297T | Synthetic Senses and Sensation | 2 |
| 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 |
| INTM-SHU 352 | Advanced Media Theory | 4 |
| PCIX-SHU 101 | Creativity Considered | 4 |
| PCIX-SHU 201 | Design Thinking | 4 |
| PCIX-SHU 202 | Communicating for Influence | 4 |
| PCIX-SHU 241 | Creative Learning Design | 4 |
| 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 |

# Policies

## Minor Policies

Students may minor in subjects outside of their major. A minor in a secondary subject enables a student to acquire a useful understanding of concepts and analysis without the same degree of coverage as would be obtained in a major. A grade of C or better is required for a course to be counted toward a minor. If a student fails a course required for the minor, the course must be retaken at NYU; a course taken outside the University will not normally be allowed to substitute for a minor requirement. No course for the minor may be taken as pass/fail. Students may use Core Curriculum classes to fill minor requirements but at least 12 credits of the minor must be unique to the minor, meaning that it is not double-counted with any other major, minor, or core requirement.

Additionally, no single course may be used to meet more than two requirements.

## 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/).