

# New Program Proposal

## Changes saved but not submitted

Viewing: **BS-GPMG : Bachelor of Science in Game Production Management**

Last edit: 10/03/23 3:27 pm

Program Status	Active						
Requestor	Name	Roland Calia	E-mail	rcalia@stuart.iit.edu			
Origination Date	2023-10-3						
Is this an interdisciplinary program?	Yes						
Academic Unit	Business Administration	College	Stuart School of Business				
Contributing Academic Unit(s)	<table border="1"><thead><tr><th>Academic Units</th></tr></thead><tbody><tr><td>Business Administration</td></tr><tr><td>Humanities</td></tr></tbody></table>				Academic Units	Business Administration	Humanities
Academic Units							
Business Administration							
Humanities							
Program Title	Bachelor of Science in Game Production Management						
Effective Academic Year	2024 - 2025	Effective Term	Fall 2024				
Academic Level	Undergraduate						
Program Type	Degree						
Degree Type	Bachelor of Science (BS)						
CIP Code	11.1099 - Computer/Information Technology Services Administration and Management, Other.						
Program Code	BS-GPMG						
Program Attribute							
Total Program Credit Hours	126						

### Program Narrative and Justification

Narrative description of how the institution determined the need for the program. For example, describe what need this program will address and how the institution became aware of that need. If the program is replacing a current program(s), identify the current program(s) that is being replaced by the new program(s) and provide details describing the benefits of the new program(s). If the program will be offered in connection with, or in response to, an initiative by a governmental entity, provide details of that initiative.

The Bachelor of Science in Game Production Management is a unique, interdisciplinary degree designed for student who are interested in developing expertise in both the business and creative media fields. It combines coursework from the Illinois tech programs in Stuart Business Administration and the Humanities game design and experiential media program, preparing students for careers in game development management.

The B.S. in Game Production Management program curriculum will provide a student with the opportunity to take business courses in marketing, leadership, quantitative methods, accounting, finance, economics and business law as well as game design and experiential media courses in the fundamentals of game design, history of video games, web development open-source application development.

Narrative description of how the program was designed to meet local market needs, or for an online program, regional or national market needs. For example, indicate if Bureau of Labor Statistics data or State labor data systems information was used, and/or if State, regional, or local workforce agencies were consulted. Include how the course content, program length, academic level, admission requirements, and prerequisites were decided; including information received from potential employers about course content; and information regarding the target students and employers.

Game production management is an established professional field. In 2021, the video game market in the U.S. alone totaled nearly \$86 billion, showing strong growth even during the global pandemic and more than doubling in the past decade. Illinois is in the top 10 markets for game design job postings. Burning Glass analysis shows a strong need for creative, collaborative (more than 50% of postings), communication (more than 37% of postings), and problem solving (18% of postings) skills alongside technical proficiencies. Illinois Tech is uniquely situated to offer a program in this area given its role as the only technical university in Chicago, making the planned degree distinct from those offered by area schools like Columbia and DePaul. Particularly strong growth is projected for jobs in quality assurance, Unreal Engine development, prototyping, and level design. Given that most jobs in this field require a bachelor's degree, a B.S. is an ideal degree for this field.

Narrative description of any wage analysis the institution may have performed, including any consideration of Bureau of Labor Statistics wage data related to the new program.

Current starting salaries in the game design field average \$77,879 for those with 2 or fewer years of experience, increasing to \$89,630 for those with 3-5 years of experience, and then \$99,021 for those with 6 or more years of experience, indicating strong earnings potential for graduates.

Narrative description of how the program was reviewed or approved by, or developed in conjunction with, one or more of the following: a) business advisory committees; b) program integrity boards; c) public or private oversight or regulatory agencies (not including the state licensing/authorization agency and accrediting agency); and d) businesses that would likely employ graduates of the program. For example, describe the steps taken to develop the program, identify when and with whom discussions were held, provide relevant details of any proposals or correspondence generated, and/or describe any process used to evaluate the program.

The program proposal was reviewed and approved by faculty and academic leadership of both the Lewis Collège and the Stuart School of Business.

What are the enrollment estimates?

Year 1	10	Year 2	15	Year 3	20
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Attach Additional Program Justification Document(s)

## Academic Information

### Advising

Since quality advising is a key component of good retention, graduation, and career placement, how will students be mentored? What student professional organizations will be formed? How will the department work with the Career Services office to develop industry connections?

Students will be advised by the Stuart Undergraduate Program Director and the Director of the Game Design and Experiential Media program.

### Program Resources

Which program resources are necessary to offer this program?

Personnel  
Facilities

Describe the personnel requirements necessary to offer the program. Describe how and when resources will be made available to hire any additional personnel that are required.

No new personnel will be required

Describe the facilities requirements necessary to offer the program. Describe how and when resources will be made available to obtain any additional facilities that are required.

No new facilities will be required

### Proposed Bulletin Entry

Admission Requirements

The Bachelor of Science in Game Production Management is a unique, interdisciplinary degree designed for student who are interested in developing expertise in both the business and creative media fields. It combines coursework from the Illinois tech programs in Stuart

Business Administration and the Humanities game design and experiential media, preparing students for careers in game development management.

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Course Requirements		
<b>Business Requirements</b>		<b>(36)</b>
<a href="#"><u>BUS 100</u></a>	Introduction to Business and Economics	3
<a href="#"><u>BUS 102</u></a>	Introduction to Business Analytics	3
<a href="#"><u>BUS 211</u></a>	Financial Accounting	3
<a href="#"><u>BUS 212</u></a>	Managerial Accounting	3
<a href="#"><u>BUS 301</u></a>	Organizational Behavior	3
<a href="#"><u>BUS 305</u></a>	Operation and Supply Chain Analytics	3
<a href="#"><u>BUS 321</u></a>	Analytics for Optimization	3
<a href="#"><u>BUS 351</u></a>	Financial Analytics	3
<a href="#"><u>BUS 382</u></a>	Business Economics	3
<a href="#"><u>BUS 371</u></a>	Marketing Fundamentals	3
<a href="#"><u>BUS 480</u></a>	Strategic Management and Design Thinking	3
<a href="#"><u>ECON 211</u></a>	Introduction to Economics	3
<b>Business Electives</b>		<b>(6)</b>
Select two courses from the following list:		6
<a href="#"><u>BUS 311</u></a>	Strategic Cost Management	3
<a href="#"><u>BUS 341</u></a>	Business Law	3
<a href="#"><u>BUS 361</u></a>	Entrepreneurship	3
<a href="#"><u>BUS 472</u></a>	New Product Development	3
<a href="#"><u>BUS 473</u></a>	Marketing Analytics	3
<a href="#"><u>BUS 475</u></a>	Sales Management and Analytics	3
<a href="#"><u>BUS 476</u></a>	Consumer Behavior	3
<a href="#"><u>BUS 484</u></a>	Data Analytics and Visualization	3
<a href="#"><u>ECON 382</u></a>	Business Economics	3
<a href="#"><u>ECON 383</u></a>	Sports Economics	3
<b>GEM Required Courses</b>		<b>(21)</b>
<a href="#"><u>GEM 100</u></a>	Game Design and Experiential Media Intro to the Professions	3
<a href="#"><u>HUM 371</u></a>	Fundamentals of Game Design	3
<a href="#"><u>HIST 373</u></a>	History of Video Games	3
<a href="#"><u>ITMD 361</u></a>	Fundamentals of Web Development	3
<a href="#"><u>ITM 313</u></a>	Introduction to Open Source Application Development	3
<a href="#"><u>HUM 400</u></a>	Game and Interactive Media Design Capstone 1	3
<a href="#"><u>HUM 401</u></a>	Game and Interactive Media Design Capstone 2	3
<b>GEM Electives</b>		<b>(6)</b>
Select two courses from the following list:		6
<a href="#"><u>COM 424</u></a>	Document Design	3
<a href="#"><u>HUM 372</u></a>	Interactive Storytelling	3
<a href="#"><u>HUM 374</u></a>	Game Design Level 2	3
<a href="#"><u>ITMD 362</u></a>	Human-Computer Interaction and Web Design	3
<b>Mathematics Requirement</b>		<b>(5)</b>
<a href="#"><u>MATH 151</u></a>	Calculus I	5
or <a href="#"><u>MATH 148</u></a>	Preparation for Calculus	

Natural Science Requirements	(10)
<a href="#">See Illinois Tech Core Curriculum, sections D</a>	10
Computer Science Requirements	(0)
Satisfied by <a href="#">ITM 313</a> (see GEM Required Courses)	
Humanities and Social Science Requirements	(21)
<a href="#">See Illinois Tech Core Curriculum, sections B and C</a>	21
Interprofessional Projects (IPRO)	(6)
<a href="#">See Illinois Tech Core Curriculum, sections E</a>	6
Free Electives	(15)
Select 15 credit hours in Free Electives	15
Total Credit Hours	126

### Program Outcomes and Assessment Process

What are the learning goals for this program?

Learning goal	Courses/student work used to assess achievement of this goal
Learning goals 1. Collaboratively create games and/or experiential media projects. 2. Proficiently apply creative processes such as agile, scrum, peer review, iterative design, and/or other emerging industry standards. 3. Analyze games and interactive media in their ethical, cultural, and professional contexts.	HUM 371 , HUM 372, HIST 373
Stuart Common Communications Goal (see attached)	BUS 480
Business Analytics Goal (see attached)	BUS 321

In what semesters will the data be collected to assess this learning goal, and by whom?

The semester in which the course is offered

Provide the name of the rubric that will be used to assess the extent to which students are achieving this learning goal.

See above

How often and by whom will the data be analyzed? What benchmarks or targets will be used to interpret your results?

The data will be analyzed each semester by designated assessment coordinators

Briefly describe the process that will be used to share the results with faculty and use these to motivate program improvement.

The Program Directors of each program will prepare an annual report and share the results with faculty.

Attach Additional Assessment Document(s)

[Game Design Learning Goal.docx](#)  
[BUS Analytical Skills.xlsx](#)  
[CommonCommunication Final.xls](#)

### Undergraduate Program Requirements

## Undergraduate Degree Requirements

Minimum credit hours	126
Specialization required?	No
Minor required?	No

## Proposed General Curriculum

### List Major Course Requirements

#### Business Requirements

<a href="#">BUS 100</a>	Introduction to Business and Economics	3
<a href="#">BUS 102</a>	Introduction to Business Analytics	3
<a href="#">BUS 211</a>	Financial Accounting	3
<a href="#">BUS 212</a>	Managerial Accounting	3
<a href="#">BUS 301</a>	Organizational Behavior	3
<a href="#">BUS 305</a>	Operation and Supply Chain Analytics	3
<a href="#">BUS 321</a>	Analytics for Optimization	3
<a href="#">BUS 351</a>	Financial Analytics	3
<a href="#">BUS 371</a>	Marketing Fundamentals	3
<a href="#">BUS 382</a>	Business Economics	3
<a href="#">BUS 480</a>	Strategic Management and Design Thinking	3
<a href="#">ECON 211</a>	Introduction to Economics	3
GEM Requirements		
<a href="#">GEM 100</a>	Game Design and Experiential Media Intro to the Professions	3
<a href="#">HUM 371</a>	Fundamentals of Game Design	3
<a href="#">HIST 373</a>	History of Video Games	3
<a href="#">ITMD 361</a>	Fundamentals of Web Development	3
<a href="#">ITM 313</a>	Introduction to Open Source Application Development	3
<a href="#">HUM 400</a>	Game and Interactive Media Design Capstone 1	3
<a href="#">HUM 401</a>	Game and Interactive Media Design Capstone 2	3
Total Credit Hours		57

### List Mathematics Requirements

<a href="#">MATH 151</a>	Calculus I	5
or <a href="#">MATH 148</a>	Preparation for Calculus	
Total Credit Hours		5

### List Science Requirements

Natural Sciences Requirement		10
<a href="https://bulletinnext.iit.edu/undergraduate/undergraduate-education/core-curriculum/#core_d">https://bulletinnext.iit.edu/undergraduate/undergraduate-education/core-curriculum/#core_d</a>		
Total Credit Hours		10

### List Computer Science Requirements

Computer Science Requirements		
Satisfied by <a href="#">ITM 313</a>		
Total Credit Hours		0

Humanities and Social Sciences Requirement		21
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List Humanities and Social Sciences Requirements			
<a href="https://bulletinnext.iit.edu/undergraduate/undergraduate-education/core-curriculum/#core_b">https://bulletinnext.iit.edu/undergraduate/undergraduate-education/core-curriculum/#core_b</a>			
Total Credit Hours		21	
List Interprofessional Project (IPRO) Requirements			
Interprofessional Projects (IPRO)		6	
<a href="https://bulletinnext.iit.edu/undergraduate/undergraduate-education/core-curriculum/#core_e">https://bulletinnext.iit.edu/undergraduate/undergraduate-education/core-curriculum/#core_e</a>			
Total Credit Hours		6	
List Technical Elective Course Options			
Business Electives - Choose 2 courses		6	
<a href="#">BUS 361</a>	Entrepreneurship	3	
<a href="#">BUS 311</a>	Strategic Cost Management	3	
<a href="#">BUS 341</a>	Business Law	3	
<a href="#">BUS 472</a>	New Product Development	3	
<a href="#">BUS 473</a>	Marketing Analytics	3	
<a href="#">BUS 475</a>	Sales Management and Analytics	3	
<a href="#">BUS 476</a>	Consumer Behavior	3	
<a href="#">BUS 484</a>	Data Analytics and Visualization	3	
<a href="#">ECON 382</a>	Business Economics	3	
<a href="#">ECON 383</a>	Sports Economics	3	
GEM Electives - Choose 2 courses		6	
<a href="#">COM 424</a>	Document Design	3	
<a href="#">HUM 372</a>	Interactive Storytelling	3	
<a href="#">HUM 374</a>	Game Design Level 2	3	
<a href="#">ITMD 362</a>	Human-Computer Interaction and Web Design	3	
Total Credit Hours		12	
List Free Elective Credit Hours (if applicable)		15	
Semester-by-semester plan of study for the degree program			
Semester 1		Year 1	
	Credit Hours	Credit Hours	
<a href="#">BUS 100</a>	3	<a href="#">BUS 102</a>	3
<a href="#">GEM 100</a>	3	<a href="#">ECON 211</a>	3
<a href="#">ITM 313</a>	3	<a href="#">HIST 373</a>	3
<a href="#">MATH 151</a> or <a href="#">148</a>	5	Science Elective	4
Humanities 200 Level Course	3	Social Sciences Elective	3
	17		16
Semester 1		Year 2	
	Credit Hours	Credit Hours	
<a href="#">BUS 211</a>	3	<a href="#">BUS 212</a>	3
<a href="#">BUS 321</a>	3	<a href="#">BUS 351</a>	3
<a href="#">HUM 371</a>	3	<a href="#">PSYC 303</a>	3
<a href="#">ITMD 361</a>	3	GEM Elective	3
Science Elective	3	Science Elective	3
	15		15
		Year 3	

Semester 1	Credit Hours	Semester 2	Credit Hours	Year 4
<a href="#">BUS 301</a>	3	<a href="#">BUS 305</a>	3	
<a href="#">BUS 371</a>	3	Free Elective	3	
GEM Elective	3	<a href="#">BUS 382</a>	3	
Free Elective	3	I PRO Elective I	3	
Humanities Elective 300+	3	Social Sciences Elective 300+	3	
	15		15	
Semester 1	Credit Hours	Semester 2	Credit Hours	
Business Elective	3	<a href="#">BUS 480</a>	3	
<a href="#">HUM 400</a>	3	<a href="#">HUM 401</a>	3	
Humanities Elective 300+	3	Humanities or Social Science Elective	3	
I PRO Elective II	3	Free Elective	3	
Social Sciences Elective 300+	3	Free Elective	3	
Free Elective	3			
	18		15	
Total Credit Hours: 126				

Reviewer  
Comments

**Patty Johnson Winston (winston) (10/02/23 11:41 am):** 10/02/2023, PJW: Corrected Course Requirements formatting and added courses to the Sample Curriculum section of the form to reflect the Plan of Care section of the form.

**Joseph Gorzkowski (jgorzkow) (10/03/23 12:56 pm):** Rollback: Only 4 hours of Math are listed. The Core Curriculum requires a minimum of 5 hours if a student takes 11 hours of Science or 6 hours if a student takes 10 hours of Science.

**Joseph Gorzkowski (jgorzkow) (10/05/23 5:02 pm):** Rollback: IIT's MATH 148 is a 4 hour course, so students will still be short 1 hour of Math if they take that instead of MATH 151. The Core Curriculum requires 16 hours of Math and Science, with a minimum of 5 hours of Math and 10 hours of Science, so either 5 Math and 11 Science, or 6 Math and 10 Science. As this currently stands (5 Math, 10 Science), students will be short. I'd recommend switching one of the Free Elects to a Math course (maybe BUS 221?) to ensure that students will have the Math requirement fulfilled, since having a 4 hour course (MATH 148) listed as an option under a 5 hour requirement might be a little confusing for students. Another option is to update one of the Science Electives from 3 to 4 hours.