New Program Proposal

Date Submitted: 10/20/23 8:35 am

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

Last edit: 10/20/23 8:35 am

Changes proposed by: rcalia

Program Status	Active			
Requestor	Name	Roland Calia	E-mail	rcalia@stuart.iit.edu
Origination Date	2023-10-20			
Is this an interdisciplinary program?	Yes			
Academic Unit	Business Administration		College	Stuart School of Business

Contributing Academic Unit(s)

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

Approval Path

1. 09/29/23 11:46 am Liad Wagman (lwagman): Approved for SB Interdisciplinary Curriculum Committee Chair
2. 10/02/23 11:53 am Patty Johnson Winston (winston): Approved for Academic Affairs
3. 10/03/23 12:56 pm Joseph Gorzkowski (jgorzkow): Rollback to Initiator
4. 10/03/23 1:25 pm Liad Wagman (lwagman): Approved for SB Interdisciplinary Curriculum Committee Chair
5. 10/03/23 3:28 pm Patty Johnson Winston (winston): Approved for Academic Affairs
6. 10/05/23 5:02 pm Joseph Gorzkowski (jgorzkow): Rollback to Initiator
7. 10/07/23 1:43 pm Liad Wagman (lwagman): Approved for SB Interdisciplinary Curriculum Committee Chair

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 initative 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.
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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

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.

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.

Course Requirements

Business Requirements		(36)
BUS 100	Introduction to Business and Economics	3
BUS 102	Introduction to Business Analytics	3
BUS 210	Introduction to Accounting	3
BUS 221	Business Statistics	3
BUS 301	Organizational Behavior	3
BUS 305	Operation and Supply Chain Analytics	3
BUS 321	Analytics for Optimization	3
BUS 351	Financial Analytics	3
BUS 371	Marketing Fundamentals	3
BUS 480	Strategic Management and Design Thinking	3
ECON 211	Introduction to Economics	3
ECON 382	Business Economics	3
Business Electives		(6)
Select two courses from the following list:		6
BUS 311	Strategic Cost Management	3
BUS 341	Business Law	3
BUS 361	Entrepreneurship	3
BUS 472	New Product Development	3
BUS 473	Marketing Analytics	3
BUS 475	Sales Management and Analytics	3
BUS 476	Consumer Behavior	3
BUS 484	Data Analytics and Visualization	3
ECON 383	Sports Economics	3
GEM Required Courses		(21)
GEM 100	Game Design and Experiential Media Intro to the Professions	3
HUM 371	Fundamentals of Game Design	3
HIST 373	History of Video Games	3
ITMD 361	Fundamentals of Web Development	3
ITM 313	Introduction to Open Source Application Development	3
HUM 400	Game and Interactive Media Design Capstone 1	3
HUM 401	Game and Interactive Media Design Capstone 2	3
GEM Electives		(6)
Select two courses from the following list:		6
COM 424	Document Design	3
HUM 372	Interactive Storytelling	3
HUM 374	Game Design Level 2	3
ITMD 362	Human-Computer Interaction and Web Design	3
Mathematics Requirement		(4-5)
MATH 148	Preparation for Calculus	4-5
or MATH 151	Calculus I	
or MATH 191	Business Calculus	

Natural Science Requirements	(10)
See Illinois Tech Core Curriculum, sections D	10
Computer Science Requirements	(0)
Satisfied by ITM 313 (see GEM Required Courses)	
Humanities and Social Science Requirements	(21)
See Illinois Tech Core Curriculum, sections B and C	21
Interprofessional Projects (IPRO)	(6)
See Illinois Tech Core Curriculum, sections E	6
Free Electives	(16)
Select 16 credit hours in Free Electives	16
Total Credit Hours	126-127

Sample Curriculum/Program Requirements

Year 1

Semester 1	Credit Hours	Semester 2	Credit Hours
BUS 100	3	BUS 102	3
GEM 100	3	ECON 211	3
ITM 313	3	HIST 373	3
Humanities 200 Level Course	3	Science Elective	4
MATH 148 or 151	4	Social Sciences Elective	3
	16		16

Year 2

Semester 1	Credit Hours	Semester 2	Credit Hours
BUS 210	3	BUS 212	3
BUS 321	3	BUS 351	3
HUM 371	3	PSYC 303	3
ITMD 361	3	GEM Elective	3
Science Elective	3	Science Elective	3
	15		15

Year 3

Semester 1	Credit Hours	Semester 2	Credit Hours
BUS 301	3	BUS 305	3
BUS 371	3	BUS 341	3
GEM Elective	3	Free Elective	3
Free Elective	3	IPRO Elective I	3
Humanities Elective 300+	3	Social Sciences Elective 300+	3
	15		15

Year 4

Semester 1	Credit Hours	Semester 2	Credit Hours
Business Elective	3	BUS 480	3
HUM 400	3	HUM 401	3
Humanities Elective 300+	3	Humanities Elective or Social Sciences Elective	3
IPRO Elective II	3	Free Elective	3
Social Sciences Elective 300+	3	Free Elective	4
Free Elective	3		
	18		16

Total Credit Hours: 126

Specialization Requirements

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.	HUM 371 , HUM 372, HIST 373

Learning goal	Courses/student work used to assess achievement of this goal
3. Analyze games and interactive media in their ethical, cultural, and professional contexts.	
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

BUS 100	Introduction to Business and Economics	3
BUS 102	Introduction to Business Analytics	3
BUS 210	Introduction to Accounting	3
BUS 221	Business Statistics	3
BUS 301	Organizational Behavior	3
BUS 305	Operation and Supply Chain Analytics	3
BUS 321	Analytics for Optimization	3

BUS 351	Financial Analytics	3
BUS 371	Marketing Fundamentals	3
BUS 480	Strategic Management and Design Thinking	3
ECON 211	Introduction to Economics	3
ECON 382	Business Economics	3
GEM Requirements		
GEM 100	Game Design and Experiential Media Intro to the Professions	3
HUM 371	Fundamentals of Game Design	3
HIST 373	History of Video Games	3
ITMD 361	Fundamentals of Web Development	3
ITM 313	Introduction to Open Source Application Development	3
HUM 400	Game and Interactive Media Design Capstone 1	3
HUM 401	Game and Interactive Media Design Capstone 2	3
Total Credit Hours		57
List Mathematics Requirements		
MATH 148	Preparation for Calculus	4-5
or MATH 151	Calculus I	
or MATH 191	Business Calculus	
BUS 221 satisfies part of MATH requirement.		
Total Credit Hours		4-5
List Science Requirements		
Natural Sciences Requirement		10
https://bulletinnext.iit.edu/undergraduate/undergraduate-education/core-curriculum/#core_d		
Total Credit Hours		10
List Computer Science Requirements		
Computer Science Requirements		
Satisfied by ITM 313		
Total Credit Hours		0
List Humanities and Social Sciences Requirements		
Humanities and Social Sciences Requirement		21
https://bulletinnext.iit.edu/undergraduate/undergraduate-education/core-curriculum/#core_b		
Total Credit Hours		21
List Interprofessional Project (IPRO) Requirements		
Interprofessional Projects (IPRO)		6
https://bulletinnext.iit.edu/undergraduate/undergraduate-education/core-curriculum/#core_e		
Total Credit Hours		6
List Technical Elective Course Options		
Business Electives - Choose 2 courses		6
BUS 341	Business Law	3
BUS 311	Strategic Cost Management	3

BUS 361	Entrepreneurship	3
BUS 472	New Product Development	3
BUS 473	Marketing Analytics	3
BUS 475	Sales Management and Analytics	3
BUS 476	Consumer Behavior	3
BUS 484	Data Analytics and Visualization	3
ECON 383	Sports Economics	3
GEM Electives - Choose 2 courses		6
COM 424	Document Design	3
HUM 372	Interactive Storytelling	3
HUM 374	Game Design Level 2	3
ITMD 362	Human-Computer Interaction and Web Design	3
Total Credit Hours		12

List Free Elective Credit Hours (if applicable)   16

Semester-by-semester plan of study for the degree program

Year 1

Semester 1	Credit Hours	Semester 2	Credit Hours
BUS 100	3	BUS 102	3
GEM 100	3	ECON 211	3
ITM 313	3	HIST 373	3
Humanities 200 Level Course	3	Science Elective	4
MATH 148, 151, or 191	4-5	Social SCiences Elective	3
	16-17		16

Year 2

Semester 1	Credit Hours	Semester 2	Credit Hours
BUS 210	3	BUS 221	3
BUS 321	3	BUS 351	3
HUM 371	3	PSYC 303	3
ITMD 361	3	GEM Elective	3
Science Elective	3	Science Elective	3
	15		15

Year 3

Semester 1	Credit Hours	Semester 2	Credit Hours
BUS 301	3	BUS 305	3
BUS 371	3	BUS 341	3
GEM Elective	3	Free Elective	3
Free Elective	3	IPRO Elective I	3
Humanities Elective 300+	3	Social Sciences Elective 300+	3
	15		15

Year 4

Semester 1	Credit Hours	Semester 2	Credit Hours
Business Elective	3	BUS 480	3
HUM 400	3	HUM 401	3
Humanities Elective 300+	3	Humanities or Social Science Elective	3
IPRO Elective II	3	Free Elective	3
Social Sciences Elective 300+	3	Free Elective	4
Free Elective	3		
	18		16

Total Credit Hours: 126-127

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.

Patty Johnson Winston (winston) (10/18/23 11:24 am): Rollback: Rollback per request of Roland Calia.

Patty Johnson Winston (winston) (10/18/23 4:18 pm): Rollback: Rollback per Roland Calia's request.