

# BS in Experience Design and Management (664521) MAP Sheet

## Business, Experience Design and Management

For students entering the degree program during the 2018-2019 curricular year.

BYU Marriott School majors are limited-enrollment programs and the application process is competitive. For assistance in preparing for the application process, it is highly recommended that students visit the BYU Marriott Undergraduate Advisement Center.



University Core and Graduation Requirements	Suggested Sequence of Courses	
<b>University Core Requirements:</b>		
<b>Requirements</b>	<b>#Classes</b>	<b>Hours</b>
<b>Religion Cornerstones</b>	<b>Classes</b>	
Teachings and Doctrine of The Book of Mormon	1	2.0
Jesus Christ and the Everlasting Gospel	1	2.0
Foundations of the Restoration	1	2.0
The Eternal Family	1	2.0
<b>The Individual and Society</b>		
American Heritage	1-2	3-6.0
Global and Cultural Awareness	1	3.0
<b>Skills</b>		
First Year Writing	1	3.0
Advanced Written and Oral Communications	1	3.0
Quantitative Reasoning	1	3.0
Languages of Learning (Math or Language)	1	3-20.0
<b>Arts, Letters, and Sciences</b>		
Civilization 1	1	3.0
Civilization 2	1	3.0
Arts	1	3.0
Letters	1	3.0
Biological Science	1	3-4.0
Physical Science	1	3-7.0
Social Science	1	3.0
<b>Core Enrichment: Electives</b>		
Religion Electives	3-4	6.0
Open Electives	Variable	Variable
<p>FOR UNIVERSITY CORE AND PROGRAM QUESTIONS CONTACT THE ADVISEMENT CENTER IN 460 TNRB</p> <p>*THESE COURSES FILL BOTH GENERAL EDUCATION AND PROGRAM REQUIREMENTS (12 hours overlap)</p>		
<b>Graduation Requirements:</b>		
Minimum residence hours required		30.0
Minimum hours needed to graduate		120.0
<p><b>FRESHMAN YEAR</b></p> <p><u>1st Semester</u></p> <p>First-Year Writing 3.0</p> <p>MSB 180 (recommended) 1.0</p> <p>General Education 9.0</p> <p>Religion Cornerstone 2.0</p> <p><b>Total Hours 15.0</b></p> <p><u>2nd Semester</u></p> <p>EXDM 300 3.0</p> <p>ACC 200 3.0</p> <p>IS 110 1.0</p> <p>General Education 6.0</p> <p>Religion Cornerstone 2.0</p> <p><b>Total Hours 15.0</b></p> <p><b>SOPHOMORE YEAR</b></p> <p><u>3rd Semester</u></p> <p>FIN 201 3.0</p> <p>MKTG 201 3.0</p> <p>IS 201 3.0</p> <p>General Education 3.0</p> <p>Religion Cornerstone 2.0</p> <p><b>Total Hours 14.0</b></p> <p><u>4th Semester</u></p> <p>ECON 110 3.0</p> <p>M COM 320 3.0</p> <p>Religion Cornerstone course 2.0</p> <p>General Education courses 3.0</p> <p>Elective credit(s) 3.0</p> <p><b>Total Hours 14.0</b></p> <p><b>Most applicants apply to the BYU Marriott School of Business the summer after their sophomore year. Each program starts at the beginning of a new academic year.</b></p> <p><b>• Deadline to apply for Fall is the last working day of June by 4:30 p.m.</b></p>		
<p><b>JUNIOR YEAR</b></p> <p><u>5th Semester</u></p> <p>EXDM 404 3.0</p> <p>EXDM 415 3.0</p> <p>EXDM 430 3.0</p> <p>GSCM 200 1.5</p> <p>GSCM 300 1.5</p> <p>EXDM elective 3.0</p> <p><b>Total Hours 15.0</b></p> <p><u>6th Semester</u></p> <p>EXDM 425 3.0</p> <p>EXDM 486 3.0</p> <p>EXDM 489 1.0</p> <p>HRM 391 3.0</p> <p>General Education 3.0</p> <p>Religion elective 2.0</p> <p><b>Total Hours 15.0</b></p> <p><u>Spring/Summer</u></p> <p>EXDM 496R 3.0</p> <p><b>Total Hours 3.0</b></p> <p><b>SENIOR YEAR</b></p> <p><u>7th Semester</u></p> <p>EXDM 487 3.0</p> <p>EXDM 490 or EXDM 494R 3.0</p> <p>MSB 390 3.0</p> <p>STRAT 392 3.0</p> <p>Religion elective 2.0</p> <p><b>Total Hours 14.0</b></p> <p><u>8th Semester</u></p> <p>EXDM elective 3.0</p> <p>Electives 10.0</p> <p>Religion elective 2.0</p> <p><b>Total Hours 15.0</b></p>		
<p>The sequence of courses suggested may not fit the circumstances of every student. Students should contact their advisement center for help in outlining an efficient schedule.</p> <p>Students are encouraged to complete an average of 15 credit hours each semester or 30 credit hours each year, which could include spring and/or summer terms. Taking fewer credits substantially increases the cost and the number of semesters to graduate.</p>		

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### 2018-2019 Program Requirements (64 Credit Hours)

<p><b>Students are advised to take STAT 121 to fulfill their Languages of Learning general education requirement.</b></p> <p><b>REQUIREMENT 1</b> Complete 4 courses</p> <p><b>COMPLETE THE FOLLOWING PREREQUISITE MANAGEMENT COURSES:</b></p> <p>*ACC 200 - Principles of Accounting 3.0</p> <p>*EXDM 300 - Creating a Good Life through Experience Design 3.0</p> <p>FIN 201 - Principles of Finance 3.0</p> <p>MKTG 201 - Marketing Management 3.0</p> <p><b>Apply and be formally accepted into the program.</b></p> <p><b>REQUIREMENT 2</b> Complete 2 options</p> <p><b>COMPLETE THE FOLLOWING EXPERIENCE DESIGN AND MANAGEMENT CORE COURSES:</b></p> <p><b>OPTION 2.1</b> Complete 8 courses</p> <p>EXDM 401 - Theories and Frameworks of Experience Design and Mana. 2.0</p> <p>EXDM 402 - Careers in Recreation 1.0</p> <p>EXDM 403 - Managing within the Experience Economy 3.0</p> <p>EXDM 404 - Experience Design 3.0</p> <p>EXDM 411 - Risk Management in Experience Industries 3.0</p> <p>EXDM 412 - Event and Experience Management 3.0</p> <p>EXDM 422 - Experience Evaluation 3.0</p> <p>EXDM 423 - Experience Design and Management Capstone 3.0</p> <p><b>OPTION 2.2</b> Complete 3.0 hours from the following course(s)</p> <p>EXDM 496R - Senior Internship 12.0v</p> <p style="margin-left: 20px;"><i>You may take up to 3 credit hours.</i></p> <p><b>REQUIREMENT 3</b> Complete 8 courses</p> <p><b>COMPLETE THE FOLLOWING BUSINESS CORE COURSES:</b></p> <p>*ECON 110 - Economic Principles and Problems 3.0</p> <p>GSCM 200 - Introduction to Global Supply Chain Management 1.5</p> <p>GSCM 300 - Introduction to Operations Management 1.5</p> <p>HRM 391 - Organizational Effectiveness 3.0</p> <p>IS 110 - Spreadsheet Skills and Business Analysis 1.0</p> <p>IS 201 - Introduction to Management Information Systems 3.0</p> <p>*M COM 320 - Communication in Organizational Settings 3.0</p> <p>MSB 390 - Ethics for Management 3.0</p> <p><b>REQUIREMENT 4</b> Complete 1 course</p> <p>STRAT 391 - Strategy and Organization 3.0</p> <p>STRAT 392 - Strategy and Economics 3.0</p> <p><b>REQUIREMENT 5</b> Complete 6.0 hours from the following course(s)</p> <p><b>ELECTIVES: (NOTE: RECM 494R CANNOT DOUBLE COUNT AS A CORE CLASS AND AN ELECTIVE.)</b></p>	<p>EXDM 301 - Family Recreation 3.0</p> <p>EXDM 302 - Hospitality Management 3.0</p> <p>EXDM 303 - Introduction to Sports and Entertainment Industries 3.0</p> <p>EXDM 306 - Community Festivals and Special Events 3.0</p> <p>EXDM 307 - Sport and Entertainment Venue Management 3.0</p> <p>EXDM 308 - Experience Facilitation 3.0</p> <p>EXDM 309 - Youth Development 3.0</p> <p>EXDM 416 - Experience Industry Marketing 3.0</p> <p>EXDM 490R - Topics in Experience Design and Management 4.0v</p> <p>EXDM 494R - Experience Design Lab 3.0</p> <p><b>REQUIREMENT 6</b></p> <p>Complete the Senior Exit Survey.</p> <p><b>RECOMMENDED</b> Complete 1 course</p> <p><b>RECOMMENDED COURSES:</b></p> <p>STAT 121 - Principles of Statistics 3.0</p> <p><b>THE DISCIPLINE</b></p> <p>The Experience Design and Management major is comprised of a 21-credit core of classes and a variety of elective courses. Students in ExDM will learn how to plan, implement, and evaluate recreational experiences for customers, as well as manage recreation experiences and venues for communities, cities, states, and countries.</p> <p><b>CAREER OPPORTUNITIES</b></p> <p>The ExDM major prepares students to provide recreation experiences to diverse populations and manage a variety of recreation venues: public, private, or nonprofit. Varied career opportunities exist and include working within the hospitality and tourism industry; planning corporate and community events and festivals; managing community recreation venues (e.g. pools, sports fields, ice sheets); directing youth sports; managing departments within sporting arenas, conference centers, expo centers, performing arts facilities; directing youth- serving agencies; and directing and managing military recreation programs and venues.</p> <p><b>GENERAL INFORMATION</b></p> <p>Students are encouraged to apply to the Marriott School of Business</p>	<p>at the end of their sophomore year, as soon as they have completed the prerequisite courses. BYU Marriott majors are limited- enrollment programs and the application process is competitive. For assistance in preparing for the application process, it is highly recommended that students visit the BYU Marriott Undergraduate Advisement Center.</p> <p><b>REQUIREMENTS FOR APPLICATION</b></p> <p>All new students entering the BYU Marriott School commence their study at the beginning of fall semester. Admission into the BYU Marriott School is based on consideration of the following:</p> <ul style="list-style-type: none"> <li>- Prerequisite GPA</li> <li>- 500 word essay</li> <li>- Résumé</li> <li>- Professionalism</li> <li>- Review of the overall academic record</li> </ul> <p>Prerequisite courses must be completed before the application deadline. Any application with a prerequisite GPA below a 3.0 will not be considered. When prerequisite GPA is calculated, repeated or transferred courses will be discounted. See the BYU Marriott Undergraduate Advisement Center for more information.</p> <p><b>TRANSFER INFORMATION</b></p> <p>Transfer equivalencies for the following courses will not be considered: FIN 201, IS 201, M COM 320.</p> <p><b>MAP DISCLAIMER</b></p> <p>While every reasonable effort is made to ensure accuracy, there are some student populations that could have exceptions to listed requirements. Please refer to the university catalog and your college advisement center/department for complete guidelines.</p> <p><b>ADVISEMENT CENTER INFORMATION</b></p> <p><b>Marriott School of Business Advisement Center</b> Brigham Young University</p>
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2018-2019

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