CONCENTRATION IN DIGITAL MEDIA AND TECHNOLOGY (TECHNOLOGY TRACK)

The digital media and technology concentration (technology track) can be pursued as a primary concentration by Gabelli students completing the global business major at Lincoln Center.

Note: Information about the major and minor in digital technologies and emerging media available to students at Fordham College (FCRH, FCLC, and PCS) is listed separately.

Primary Concentration

To complete a primary concentration in digital media and technology (technology track), Lincoln Center students must take the following courses:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Required Courses</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CMBU 4453</td>
<td>Social Media</td>
<td>3</td>
</tr>
<tr>
<td>INSY 3432</td>
<td>Database Systems</td>
<td>3</td>
</tr>
<tr>
<td>INSY 4431</td>
<td>Web Analytics</td>
<td>3</td>
</tr>
<tr>
<td>INSY 4505</td>
<td>E-Commerce</td>
<td>3</td>
</tr>
</tbody>
</table>

One programming course from the following options:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>INSY 3433</td>
<td>Programming with Java</td>
<td></td>
</tr>
<tr>
<td>INSY 3436</td>
<td>ST: Programming with Python</td>
<td></td>
</tr>
<tr>
<td>INSY 3442</td>
<td>Web Apps Design and Development</td>
<td></td>
</tr>
<tr>
<td>INSY 4432</td>
<td>Mobile Commerce &amp; Apps</td>
<td></td>
</tr>
</tbody>
</table>

Choose one of the following elective options:¹

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two information systems electives ²</td>
<td></td>
<td></td>
</tr>
<tr>
<td>One communication and media management elective and one information systems elective ²,³</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

¹ INSY 4434 ST: Data Mining for Business or INSY 4508 Business Modeling With Spreadsheets are highly encouraged.
² Courses from the subject code INSY numbered 2302-4999 (of at least 3 credits) may fulfill this requirement.
³ Courses from the subject code CMBU numbered 2667-4999 (of at least 3 credits) may fulfill this requirement. A maximum of one of the following courses may also fulfill this requirement:
   • DTEM 2417 Data Visualization
   • NMDD 3450 User Experience Design: Design for Empowerment
   • NMDD 3880 Designing Smart Cities

Updated: 04-07-2021