



Calendar Year: 2026/2027

PROGRAM PLANNING GUIDE



Name: _____

ID:

Bachelor of Fine Arts - New Media / Bachelor of Business Administration

New Media / General Management



Through new media production and studies, explore the interconnectivity between technology, art, culture and industry. Gain the skills necessary to evolve with emerging technologies in a variety of professional settings. Explore, study, and create using a wide range of technologies and techniques with studies in graphic, web and interaction design, 3D modelling; animation, video game design and development, screenwriting, and new media theory. Then, work toward a management degree majoring in marketing, informational technology, accounting, organizational behaviour, management policy, or human resources management.

What determines my program requirements?

Please refer to the Academic Calendar (www.ulethbridge.ca/ross/academic-calendar) for complete program information.

Calendar Year: 2026/2027 - Your calendar year is set to the academic year you are admitted (or readmitted) and you should follow the requirements for that year for the duration of your program.

Faculty/School: Faculty of Fine Arts (www.ulethbridge.ca/fine-arts) and Dhillon School of Business (www.ulethbridge.ca/dhillon) - An internationally accredited AACSB business school

Program(s): Bachelor of Fine Arts - New Media / Bachelor of Business Administration

Major(s): New Media / General Management

Minor: A defined set of courses, designed to provide depth in a particular discipline, study in an interdisciplinary area, or focus on a theme-related topic. To learn more about optional minors see www.ulethbridge.ca/ross/minors.

Am I admissible to this program?

Admission: www.ulethbridge.ca/ross/admissions/undergrad

Transfer: www.ulethbridge.ca/ross/transfer-resources

When/How do I apply to the University?

Deadlines: www.ulethbridge.ca/ross/admissions/undergrad/deadlines

Step-by-Step: www.ulethbridge.ca/ross/admissions/step-by-step

Where can I find information on courses?

Course Catalogue: www.ulethbridge.ca/ross/courses

Registration Guide: www.ulethbridge.ca/ross/registration-guide

When can I register for classes?

Register early! (March for Summer and Fall; November for Winter)

Registration Dates: www.ulethbridge.ca/ross/registration-dates

How can I enhance my program?

Career Bridge: www.ulethbridge.ca/career-bridge

Co-op Education: www.ulethbridge.ca/career-bridge/co-operative-education

Student Professional Development:

www.ulethbridge.ca/dhillon/student-experience/student-professional-development

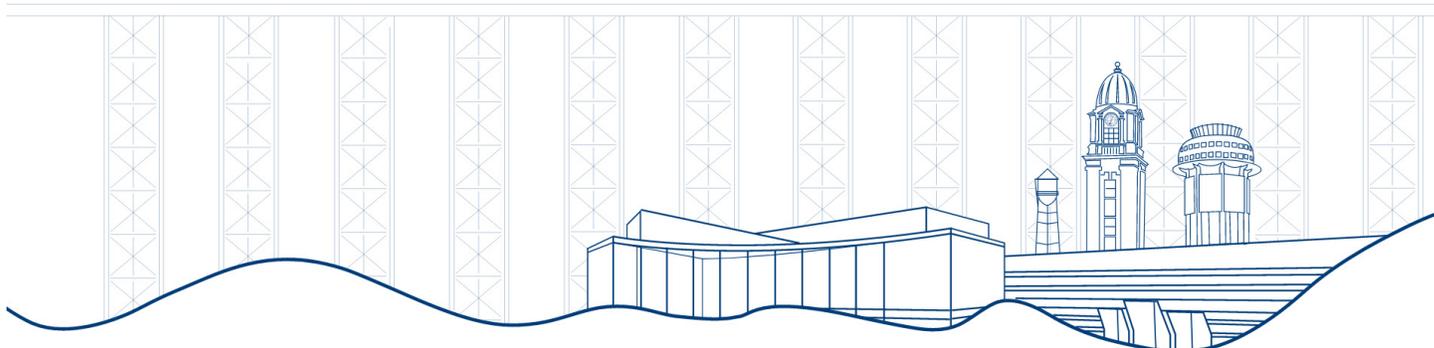
What supports are available to students?

Student Services: www.ulethbridge.ca/campus-life/student-services

Student Success Centre: www.ulethbridge.ca/student-success-centre

Accessible Learning: www.ulethbridge.ca/ross/alc

Counselling Services: www.ulethbridge.ca/counselling



Version: February 17, 2026

Contact an Academic Advisor (www.ulethbridge.ca/ross/academic-advising) for advising information

This is a planning guide and not a graduation check or guarantee of course offerings. You should have a program check done in your final year of studies. Students are responsible for ensuring they have met program requirements. This guide should be used in conjunction with the University of Lethbridge Academic Calendar, which is the final authority on program requirements and academic regulations.



Name: _____

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General Requirements

Students must meet the academic standards, program requirements, and graduation requirements according to the regulations set by the Faculty of Fine Arts and Dhillon School of Business, and as outlined in the Calendar including, but not limited to:

- _____ Completion of the Liberal Education List Requirement (see **School of Liberal Education** in the 2026/2027 University of Lethbridge Calendar, www.ulethbridge.ca/ross/academic-calendar).
- _____ Not more than 10 courses may be taken at the 0100/1000 level for credit toward the degree. Activity courses and courses numbered in the range of 0520 to 0530 are exempted from this limit.
- _____ Residence requirement: Students must complete a minimum of 30 courses at the University of Lethbridge including seven New Media courses and 10 Dhillon School of Business courses at the 3000 or 4000 level, including Management 3031 and Management 4090.

Bachelor of Fine Arts - New Media

- _____ Successful completion of 30 course equivalents (90.0 credit hours) with a cumulative GPA of at least 2.00 on courses taken for credit towards the degree.
- _____ A minimum GPA of 2.50 in all courses from the Department of New Media taken for credit towards the degree.
- _____ A minimum of nine New Media courses (27.0 credit hours) at the 3000 or 4000 level.
- _____ A maximum of three Independent Studies (9.0 credit hours).
- _____ A maximum of three Disciplinary Credit Applied Studies (9.0 credit hours).

Bachelor of Business Administration

The Dhillon School of Business offers courses in the following subject areas: Accounting (ACCT), Agricultural Enterprise Management (AGEM), Digital Transformation (DGTR), Finance (FINC), Global Business (GLBU), Human Resources and Labour Relations (HRLR), Indigenous Governance and Business Management (IGBM), Management (MGT), and Marketing (MKTG).

- _____ A minimum grade of 'C-' is required in Economics 1010; Economics 1012; Statistics 1770; Writing 1000 or English 1900; and all Dhillon School of Business courses, including those cross-listed with Dhillon School of Business courses.
- _____ A minimum graduation GPA of 2.00 in Dhillon School of Business courses is required. A student must also attain a minimum cumulative GPA of 2.00 on courses taken at the University of Lethbridge.
- _____ All degree requirements must be completed within 10 years after admission to the Dhillon School of Business.

Optional Minor: _____

For information about minors see **Minors** in the 2026/2027 University of Lethbridge Calendar, www.ulethbridge.ca/ross/academic-calendar. Consult with an Academic Advisor if you wish to add a minor to your program.

1-6. Required Courses

- _____ 1. _____
- _____ 2. _____
- _____ 3. _____
- _____ 4. _____
- _____ 5. _____
- _____ 6. _____

Faculty of Fine Arts Degree Requirements

Creative/Professional Practice

- _____ 1. New Media 1000 - Introduction to New Media Practices
- _____ 2. New Media 2005 - Design Foundations
- _____ 3. New Media 2030 - Audio and Video Foundations
- _____ 4. New Media 2310 - Game Design Foundations
- _____ 5. New Media 2380 - Programming Foundations
- _____ 6. New Media 2420 - Narrative and Storytelling Foundations
- _____ 7. New Media 2901 - Professional Practice I
- _____ 8. New Media 3660 - Principles and Practices of Networked Media
- _____ 9. New Media 3670 - Principles and Practices of Spatial Media
- _____ 10. New Media 3680 - Principles and Practices of Interactive Media
- _____ 11. New Media 3900 - Professional Practice II

Contexts/Theory

- _____ 12. Fine Arts 2001/Liberal Education 2001 - Introduction to Visual and Cultural Studies
- _____ 13. New Media 1150 - What is New Media?
- _____ 14. New Media 2150 - Critical Contexts for New Media I
- _____ 15. New Media 3150 - Critical Contexts for New Media II

Praxis/Convergence

- _____ 16. New Media 1690 - Creative Approaches to Complex Issues
- _____ 17. New Media 3690 - Creative Research Methodologies
- _____ 18. New Media 3691 - Culture, Politics, and Ethics in New Media Praxis
- _____ 19.-20. New Media 4690 - Convergence (6.0 credit hours)
- _____ 21.-23. Three additional courses from the Faculty of Fine Arts
 - _____ 21. _____
 - _____ 22. _____
 - _____ 23. _____
- _____ 24.-25. Two Science electives
 - _____ 24. _____
 - _____ 25. _____
- _____ 26. One elective
 - _____ _____



Dhillon School of Business Degree Requirements

- _____ 27. Economics 1010 - Introduction to Microeconomics
- _____ 28. Economics 1012 - Introduction to Macroeconomics
- _____ 29. Management 1500 - Fundamentals of Business
- _____ 30. Statistics 1770 - Introduction to Probability and Statistics
- _____ 31. Marketing 2020 - Marketing
- _____ 32. Human Resources and Labour Relations 2030 - Introduction to Organizational Behaviour
- _____ 33. Management 2070/Economics 2070 - Operations and Quantitative Management
- _____ 34. Management 2081 - Professional Communications Skills
- _____ 35. Accounting 2100 - Introductory Accounting
- _____ 36. Accounting 2400 - Management Accounting
- _____ 37. Management 2700 - Business Research Methods
- _____ 38. Management 3031 - Managing Responsibly in a Global Environment
- _____ 39. Finance 3040 - Finance
- _____ 40. Human Resources and Labour Relations 3050 - Human Resource Management
- _____ 41. Global Business 3650 - Introduction to Global Business
- _____ 42. Management 4090 - Management Policy and Strategy
- _____ 43. **One of:**
 - _____ Management 3062 - Information Systems and Data Analytics
 - _____ ¹Accounting 3171 - Accounting Information Systems and Data Analytics
 - _____ Human Resources and Labour Relations 3320 - Workforce Analytics
- _____ 44. **One of:**
 - _____ Writing 1000 - Introduction to Academic Writing
 - _____ English 1900 - Introduction to Language and Literature
- _____ 45.-50. ²Six 3000 or 4000-level courses from disciplines offered by the Dhillon School of Business (ACCT, AGEM, DGTR, FINC, GLBU, HRLR, IGBM, MGT, and MKTG). Minor courses cannot be used towards this requirement.
 - _____ 45. _____
 - _____ 46. _____
 - _____ 47. _____
 - _____ 48. _____
 - _____ 49. _____
 - _____ 50. _____
- _____ ²**One of the following with Indigenous content, to meet a Liberal Education List requirement:**
 - _____ Any course from the Indigenous Governance and Business Management (IGBM) subject codes list
 - _____ _____
 - _____ Any course from the Indigenous Studies (INDG) subject codes list
 - _____ _____
 - _____ Art History 3152 - Indigenous and/or Canadian Visual Culture (Series)
 - _____ Blackfoot 1000 - Introduction to Blackfoot Language and Culture
 - _____ Blackfoot 2210 - Blackfoot Grammar for Learners and Teachers
 - _____ Indigenous Health 1000 - Introduction to Indigenous Health
 - _____ Liberal Education 1850 - Conversational Indigenization: Reconciling Reconciliation
 - _____ ¹Political Science 3215 - Indigenous Peoples and Local Government in Canada

Notes

- ¹ Students should be aware that this course has prerequisites which may require taking courses extra to their program requirements.
- ² Please note that the Indigenous content course requirement may count on the Faculty of Fine Arts (B.F.A.-New Media), or the Dhillon School of Business (B.B.A.) side of your program depending on which course students choose. Please consult with an academic advisor. If students take an Indigenous content course offered by the Dhillon School of Business, then reduce electives by one.

Students should be aware that these are the requirements for the General Management major only. Students may choose to complete a different Management major in the Combined Degrees program. If students choose a different Management major, they may be required to extend their programs beyond 50 courses.

Liberal Education List Requirement

Only four courses (12.0 credit hours) in total may be counted from any one discipline toward the Lib Ed Requirement. Disciplines are identified by separate course subject codes. Cross-listed courses count toward the limit for both disciplines (e.g. Geography 3225/Global Business 3225 counts toward the limit for Geography and Dhillon School of Business courses).

Only four courses (12.0 credit hours) in total from the Faculty of Education (EDUC), Faculty of Health Sciences (AMHC, HLSC, INHL, NURS, PUBH, and TREC), and the Dhillon School of Business (ACCT, AGEM, DGTR, FINC, GLBU, HRLR, IGBM, MGT, and MKTG) may be counted towards the Lib Ed Requirement.

To determine if a course has a Liberal Education designation, see School of Liberal Education in the 2026/2027 University of Lethbridge Undergraduate Calendar, www.ulethbridge.ca/ross/academic-calendar.

- _____ **1.-4. List I: Fine Arts and Humanities**
 - _____ 1. _____
 - _____ 2. _____
 - _____ 3. _____
 - _____ 4. _____
- _____ **5.-8. List II: Social Science**
 - _____ 5. _____
 - _____ 6. _____
 - _____ 7. _____
 - _____ 8. _____
- _____ **9.-12. List III: Science**
 - _____ 9. _____
 - _____ 10. _____
 - _____ 11. _____
 - _____ 12. _____



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Shown below is the recommended sequence of courses for your degree. Consult timetables for course offerings, prerequisites, and corequisites before registering each term as some courses may have limited offerings (ie. once a year, alternating years, or only offered in the Fall or Winter terms). Consult with an Academic Advisor in your faculty if you wish to alter this sequence with regard to the specifically listed courses.

Note that this sequence was prepared based on course scheduling at the time of publication and may change during your studies.

First Year (Fall)

- New Media 1000
- New Media 1150
- Two of: Management 1500, Economics 1010, Economics 1012
- Science Elective

First Year (Winter)

- New Media 1690
- Two of: New Media 2005, New Media 2030, New Media 2310, New Media 2380, or New Media 2420
- One of: Management 1500, Economics 1010, Economics 1012
- Fine Arts Elective

Second Year (Fall)

- New Media 2150
- Two of: New Media 2005, New Media 2030, New Media 2310, New Media 2380, or New Media 2420
- Accounting 2100
- Statistics 1770

Second Year (Winter)

- Fine Arts 2001/Liberal Education 2001
- New Media 2901
- One of: New Media 2005, New Media 2030, New Media 2310, New Media 2380, or New Media 2420
- Marketing 2020
- One of: Writing 1000 or English 1900

Third Year (Fall)

- New Media 3150
- Human Resources and Labour Relations 2030
- Management 2070/Economics 2070
- One of: New Media 3660, New Media 3670, or New Media 3680
- Science Elective

Third Year (Winter)

- Two of: New Media 3660, New Media 3670, or New Media 3680
- Accounting 2400
- Management 2700
- Fine Arts Elective

Fourth Year (Fall)

- Management 2081
- New Media 3690
- ¹ Dhillon School of Business course (3000/4000 level)
- ¹ Fine Arts Elective
- Human Resources and Labour Relations 3050

Fourth Year (Winter)

- Finance 3040
- Global Business 3650
- Management 3031
- New Media 3691
- New Media 3900

Fifth Year (Fall)

- One of: Accounting 3171², Management 3062, or Management 3622
- Dhillon School of Business course (3000/4000 level)
- Dhillon School of Business course (3000/4000 level)
- Dhillon School of Business course (3000/4000 level)
- ¹ Elective

Fifth Year (Winter)

- Management 4090
- Dhillon School of Business course (3000/4000 level)
- Dhillon School of Business course (3000/4000 level)
- New Media 4690 (6.0 credit hours)

1. Refer to the list of Indigenous Content courses in the preceding Dhillon School of Business degree requirements. The Indigenous content course requirement may count on the Faculty of Fine Arts (B.F.A.-New Media), or the Dhillon School of Business (B.B.A.) side of your program depending on which course students choose. Please consult with an academic advisor.
2. Students should be aware that this course has prerequisites which may require taking courses extra to their program requirements.

Note: Dhillon School of Business courses have the following subject codes: ACCT, AGEM, DGTR, FINC, GLBU, HRLR, IGBM, MGT, and MKTG.

Final Program Check

Request a Final Program Check at www.ulethbridge.ca/dhillon/final-program-check by December 1 (April completers) or by April 1 (June, August, & December completers) and after registering in your final term.

Program requirements with _____ (majors, minors, concentrations)	
<input type="checkbox"/> will be met upon successful completion of _____ currently enrolled courses	<input type="checkbox"/> have been met
U of L GPA: _____	Grad GPA: _____ Co-op: _____ Honours Thesis: _____
Advisor: _____ Date: _____	Advisor: _____ Date: _____