**Experience Design and Management**

{for students entering program in Fall 2018}

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### Prerequisite Courses

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>FWSp</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC 200</td>
<td>Principles of Accounting</td>
<td></td>
<td>3.0</td>
</tr>
<tr>
<td>MKTG 201</td>
<td>Marketing Management</td>
<td></td>
<td>3.0</td>
</tr>
<tr>
<td>FIN 201</td>
<td>Principles of Finance</td>
<td></td>
<td>3.0</td>
</tr>
<tr>
<td>EXDM 300</td>
<td>Creating a Good Life</td>
<td></td>
<td>3.0</td>
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</tbody>
</table>

All prerequisite courses must be completed before the application deadline.

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### Recommended Before Applying

<table>
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<th>Course</th>
<th>Title</th>
<th>FWSp</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>IS 110</td>
<td>Spreadsheets and Business Analysis</td>
<td></td>
<td>1.0</td>
</tr>
<tr>
<td>ECON 110</td>
<td>Economic Principles and Problems</td>
<td></td>
<td>1.0</td>
</tr>
</tbody>
</table>

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### Application Criteria

1. **Prerequisite GPA**
   - Minimum 3.0 GPA in the prerequisite courses
   - Prerequisite courses must be completed BEFORE the application deadline
   - Transferred prerequisite courses may be discounted .3 on application (e.g., A to A-)
   - Repeated prerequisite courses may be discounted .3 (No more than 1 repeat/class)

2. **BYU GPA**
   - Transfer students must complete at least one semester at BYU before applying

3. **Essay**
   - Prepare an essay describing your interest in Experience Design and Management as a major and a career; how you chose this path; and what interests, experiences, accomplishments, challenges, and personal characteristics prepare you to be a successful student in this major.

4. **Résumé**
   - This is a limited-enrollment program. Entry is competitive. Not every student meeting the minimum criteria is guaranteed acceptance into the program.
TAKE BEFORE OR AFTER APPLYING

**M COM 320**
Communication in Organizational Settings
Fulfills GE Adv Writing
FWSpSu 3.0

**IS 201**
Intro. to Management Information Systems
FWSpSu 3.0

**EXPERIENCE DESIGN CORE**

**EXDM 401** (RECM 404)
ExDM Theories and Frameworks
F 2.0

**EXDM 404** (RECM 415)
Experience Design
F 3.0

**EXDM 403** (RECM 430)
Managing within the Experience Economy
F 3.0

**EXDM 412** (RECM 425)
Event and Experience Management
W 3.0

**EXDM 411** (RECM 468)
Risk Management in Experience Industries
W 3.0

**EXDM 402** (RECM 489)
Careers in Experience Industry
FW 1.0

**MANAGEMENT CORE** [MUST COMPLETE DURING FIRST YEAR IN THE PROGRAM]

**MSB 390** (BUS M 390)
Ethics for Management
FWSp 3.0

**GSCM 200** (BUS M 200)
Intro Global Supply Chain
FW,W,Sp 1.5

**GSCM 300** (BUS M 300)
Intro Operations Mgmt
F,W,SpSu 1.5

**HRM 391**
(ORG B 321)
Organizational Effectiveness
FWSpSu 3.0

Complete **ONE** course:
STRAT 392 (BUS M 487)
Strategy & Economics
STRAT 391 (BUS M 498)
Strategy & Organization

**SENIOR CORE**

**EXDM 496R** (RECM 496R)
Senior Internship
FWSpSu 3.0

- Internship can be completed after junior core is complete.
- No classes should be taken during the internship.
- Internship must be approved by internship coordinator.
- - Rachel McGovern || w421 TNRB || recm496_eim@byu.edu
- Internship must be 400 hours (preferably full-time).

**EXDM 422** (RECM 487)
Experience Evaluation
F 3.0

**EXDM 423** (RECM 490)
Experience Design and Management Capstone
F 3.0

**MSB Programs**
GPA REQUIREMENT FOR GRADUATION: MAJOR: 2.25 OVERALL: 2.00
TOTAL CREDIT HOURS 64.0