

# EXPERIENCE DESIGN MAJOR (B.S.)

The Experience Design (XD) program takes a human-centered approach to problem solving by developing ethical and impactful solutions to complex business problems and society's most consequential challenges. Through interdisciplinary courses in content strategy, graphic design, design innovation, user research, interface design, and interaction design, students learn the tools of the trade, build portfolios, and launch their careers as experience designers and researchers.

Bentley's XD major offers a rare combination of ethical and inclusive research and design-thinking principles, hands-on practice, and tools for advancing an organization's triple bottom line: planet, people, profit. These core values, coupled with core business courses, prepare Bentley students to design creative, sustainable, and transformative experiences that benefit businesses and their customers in today's competitive innovation economy.

Experience designers and researchers are uniquely placed to design the future of our world, including human-to-human, human-to-environment, and human-to-technology interactions. Experience designers enhance the usability, accessibility, inclusivity, and satisfaction of digital and physical experiences, products, services, environments, and systems. They conduct research, leverage analytics, create prototypes, and iterate solutions to ensure that user needs and preferences are prioritized in the product development lifecycle.

Ultimately, XD designers and researchers play a crucial role in creatively shaping how people interact with technology and the greater world, fostering positive and transparent experiences, and collaboratively designing more sustainable futures. Our XD graduates reimagine customer experiences in retail and e-commerce, patient experiences and devices in healthcare, and digital experiences in financial services, and any other industry.

For further information about degree requirement policies and guidelines, see the Degree Requirements ([catalog.bentley.edu/undergraduate/degree-requirements/](http://catalog.bentley.edu/undergraduate/degree-requirements/)) page.

## Major Requirements

### Major Courses (24 Credits)

Course	Title	Credits
<b>Required Courses</b>		
XD 225	Designing Experiences	3
XD 240	Fundamentals of Design	3
XD 375	User Interface Design	3
XD 385	Elements of Usability and User Experience	3
XD 386	Investigations in Experience Design	3
Select three electives from the following list:		9
XD 230	Content Strategy	
XD 370	Web Design I: Information Design, Principles and Practices	
XD 376	Concept Development	
XD 380	Web Design II: Information Architecture and Site Management	

XD 421	Internship in Experience Design	
<b>Total Credits</b>		<b>24</b>

### The Business Environment (6 Credits)

Course	Title	Credits
CS 305	Business Processes and Systems	3
MG 300	Strategic Management	3
<b>Total Credits</b>		<b>6</b>

## General Degree Requirements

### Foundations for Success (15 Credits)

Course	Title	Credits
FDS 100	Falcon Discovery Seminar	3

#### Communications and Writing

Select one from:

EMS 101	Critical Reading and Writing	3
or EMS 101L	Critical Reading and Writing with Lab	
or EMS 102	Critical Reading and Writing for ESOL	
or EMS 102L	Critical Reading and Writing for ESOL with Lab	

And one from:

EMS 104	Multimodal Communication	3
or EMS 105	Multimodal Communication for ESOL	

#### Information Technology

CS 100	Solving Business Problems with Information Technology	3
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#### Mathematical Sciences

Select one from:

MA 105	Mathematical Foundations for Business	3
or MA 105L	Mathematical Foundations for Business with Lab	
or MA 107	Applied Calculus for Business	
or MA 107L	Applied Calculus for Business with Lab	
or MA 131	Calculus I	
or MA 131L	Calculus I with Lab	

<b>Total Credits</b>		<b>15</b>
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### Context and Perspectives (18 Credits)

Course	Title	Credits
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Students must take six courses, one in each category of Context and Perspectives:

Culture, Change, and Behavior ( <a href="http://catalog.bentley.edu/undergraduate/degree-requirements/context-and-perspectives/#culturechangeandbehavior">catalog.bentley.edu/undergraduate/degree-requirements/context-and-perspectives/#culturechangeandbehavior</a> )		
Globalization ( <a href="http://catalog.bentley.edu/undergraduate/degree-requirements/context-and-perspectives/#globalization">catalog.bentley.edu/undergraduate/degree-requirements/context-and-perspectives/#globalization</a> )		
Institutions and Power ( <a href="http://catalog.bentley.edu/undergraduate/degree-requirements/context-and-perspectives/#institutionsandpower">catalog.bentley.edu/undergraduate/degree-requirements/context-and-perspectives/#institutionsandpower</a> )		
Race, Gender, and Inequality ( <a href="http://catalog.bentley.edu/undergraduate/degree-requirements/context-and-perspectives/#racegenderandinequality">catalog.bentley.edu/undergraduate/degree-requirements/context-and-perspectives/#racegenderandinequality</a> )		
Scientific Inquiry ( <a href="http://catalog.bentley.edu/undergraduate/degree-requirements/context-and-perspectives/#scientificinquiry">catalog.bentley.edu/undergraduate/degree-requirements/context-and-perspectives/#scientificinquiry</a> )		

Values, Ethics, and Society ([catalog.bentley.edu/undergraduate/degree-requirements/context-and-perspectives/#valuesethicsandsociety](http://catalog.bentley.edu/undergraduate/degree-requirements/context-and-perspectives/#valuesethicsandsociety))

<b>Total Credits</b>	<b>18</b>
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### Business Dynamics/Business Administration Minor (18 Credits)

Course	Title	Credits
All courses are required:		
AC 115	Introduction to Financial Reporting and Analysis	3
EC 111	Principles of Microeconomics	3
FI 118	Introduction to Finance	3
LA 100	Business Law	3
MG 116	Human Dynamics in Organizations	3
ST 113	Business Statistics	3
<b>Total Credits</b>		<b>18</b>

### Communication Intensive

All students are required to take a three-credit course designated as a Communication Intensive. This requirement can be met within a variety of course subjects in both Arts & Sciences and Business. Communication Intensive courses are designated with a "CI" in the course schedule. *Transfer students with a minimum of 30 credits will be waived from the Communication Intensive requirement.*

Please note that certain majors have an additional three-credit Communication Intensive built into their major requirements, separate from the general CI requirement.

### Additional Requirements

#### Arts and Sciences Electives (15 Credits)

Course	Title	Credits
Select five Arts & Sciences elective courses		15
<b>Total Credits</b>		<b>15</b>

#### Unrestricted Electives (24 Credits)

Course	Title	Credits
Select eight elective courses		24
<b>Total Credits</b>		<b>24</b>

**Total: 120 Credits**