Naveen Jindal School of Management

Bachelor of Science in Business Administration

Degree Requirements (120 semester credit hours)

Faculty

I. Core Curriculum Requirements: 42 semester credit hours

Communication: 6 semester credit hours
- **COMM 1311** Survey of Oral and Technology-based Communication
- **RHET 1302** Rhetoric

Mathematics: 3 semester credit hours
- **MATH 1325** Applied Calculus I

Life and Physical Sciences: 6 semester credit hours
- Select any 6 semester credit hours from Life and Physical Sciences core courses (see advisor and degree requirements)

Language, Philosophy and Culture: 3 semester credit hours
- Select any 3 semester credit hours from Language, Philosophy and Culture core courses (see advisor)

Creative Arts: 3 semester credit hours
- Select any 3 semester credit hours from Creative Arts core courses (see advisor)

American History: 6 semester credit hours
- Select any 6 semester credit hours from American History core courses (see advisor)

Government / Political Science: 6 semester credit hours
- **GOVT 2305** American National Government
- **GOVT 2306** State and Local Government
Social and Behavioral Sciences: 3 semester credit hours

**ECON 2301** Principles of Macroeconomics

Component Area Option: 6 semester credit hours

**MATH 1326** Applied Calculus II

**ECON 2302** Principles of Microeconomics

II. Major Requirements: 61-67 semester credit hours (depending on the general or specific concentration plan)

Major Preparatory Courses: 15 semester credit hours beyond Core Curriculum

**ACCT 2301** Introductory Financial Accounting

**ACCT 2302** Introductory Management Accounting

**BLAW 2301** Business and Public Law

**ECON 2301** Principles of Macroeconomics

**ECON 2302** Principles of Microeconomics

**MATH 1325** Applied Calculus I

**MATH 1326** Applied Calculus II

**OPRE 3333** Quantitative Business Analysis

or **MATH 2333** Matrices, Vectors, and Their Application

**STAT 3360** Probability and Statistics for Management and Economics

or **OPRE 3360** Managerial Methods in Decision Making Under Uncertainty

Major Core Courses: 28 semester credit hours

**BA 3100** Professional Development

**BCOM 3310** Business Communication

**BCOM 4350** Advanced Business Communication

**FIN 3320** Business Finance

**ITSS 3300** Information Technology for Business

**OPRE 3310** Operations Management

**OBHR 3310** Organizational Behavior

**MKT 3300** Principles of Marketing
Major Related Courses: 18-24 semester credit hours (depending on the general or specific concentration plan)

Students may follow a general Business Administration degree plan or instead choose a concentration from the following:

- Business Economics
- Energy Management
- Innovation and Entrepreneurship
- Insurance
- Organizational Behavior/Human Resources Management
- Real Estate Investment Management
- Sales

Each Concentration has core courses plus concentration electives.

**General Business Option: 18 semester credit hours**

**Core course for General Business Option**

- **ENTP 3301** Innovation and Entrepreneurship

**General Business Option Electives:**

Select 15 semester credit hours from the following with at least 1 course from 3 of the 6 groups:

- **Group 1: Management** - ENTP or OBHR prefixes
- **Group 2: Marketing** - MKT prefix
- **Group 3: Finance and Accounting** - ACCT, ENGY, FIN, MECO, REAL or RMIS prefixes
- **Group 4: Information Systems** - ITSS prefix
- **Group 5: Business Environment** - BCOM, BPS, BLAW, HMGT, or IMS prefixes
- **Group 6: Operations Management** - OPRE prefix

**Business Economic Concentration Core Courses (15 semester credit hours)**

- **ECON 3310** Intermediate Microeconomic Theory
- **ECON 3311** Intermediate Macroeconomic Theory
- **MECO 4342** Financial and Business Negotiation Analysis
MECO 4351 Industrial Organization and Corporate Strategy
MECO 4352 Applied Econometrics and Time Series Analysis

Business Economics Concentration Electives (9 semester credit hours)
Nine semester credit hours selected from any upper division business course.

Energy Management Concentration Core Courses (15 semester credit hours)

MECO 3300 or ENGY 3300 Introduction to Energy Technology
FIN 4313 or ENGY 4313 Energy Finance
MECO 3330 or ENGY 3330 Energy Economics
MECO 4300 or ENGY 4300 Energy Land Management

Energy Management Concentration Electives (9 semester credit hours)
Nine semester credit hours to be selected from:
OPRE 4330 Logistics and Inventory Management
MECO 4342 Financial and Business Negotiation Analysis
FIN 4340 Options and Futures Markets
FIN 4345 Financial Information and Analysis

Innovation and Entrepreneurship Concentration Core Courses: (12 semester credit hours)

ENTP 3301 Innovation and Entrepreneurship
ENTP 3360 Entrepreneurial Finance
or FIN 3360 Entrepreneurial Finance
ENTP 4311 Entrepreneurial Strategy and Business Models
ENTP 4320 Small Business Management
or ENTP 4350 Corporate Entrepreneurship

Innovation and Entrepreneurship Concentration Electives (12 semester credit hours selected from the following courses. At least 6 semester credit hours must have an ENTP prefix.)

ENTP 4320 Small Business Management
or ENTP 4350 Corporate Entrepreneurship
ENTP 3320 Start-up Launch I
ENTP 3321 Start-up Launch II
**Entrepreneurial Marketing**

**ENTP 4330**

**Social Entrepreneurship**

**ENTP 4340**

**Innovation and Creativity**

**ENTP 4360**

**Special Topics in Entrepreneurship**

**ENTP 4V00**

**Innovation and Entrepreneurship Internship**

**ENTP 4V90**

**Introduction to Healthcare Management**

**HMGT 3301**

**Export Market Development**

**IMS 4310**

**International Marketing**

**IMS 4320**

**Introduction to Professional Selling**

**MKT 3330**

**Marketing Research**

**MKT 3340**

**Digital and Internet Marketing**

**MKT 4330**

**E-Retailing and Analytics**

**MKT 4336**

**Marketing Digital Content Creation**

Another upper-division course may be substituted for the non-ENTP courses listed above with advance permission.

**Insurance Concentration Core Courses: (15 semester credit hours)**

**RMIS 3370** or **FIN 3370** Principles of Risk Management and Insurance

**RMIS 4331** Business Liability Risk Management and Insurance

**RMIS 4332** Commercial Property Risk Management and Insurance

**RMIS 4333** Business Risk Management

**RMIS 4334** Insurance Law and Contracts

**Insurance Concentration Electives: (9 semester credit hours)**

**FIN 3330** Personal Financial Planning

**FIN 3305** or **REAL 3305** Real Estate Principles

**MECO 4342** Financial and Business Negotiation Analysis

**FIN 4335** Financial Aspects of Retirement and Employee Benefits

**MKT 3340** Marketing Research

**Organizational Behavior/Human Resources Management Concentration Core Courses: (15**
semester credit hours)

**ENTP 3301** Innovation and Entrepreneurship

**OBHR 3311** Principles of Management

**OBHR 3330** Introduction to Human Resource Management

**OBHR 4310** Business Ethics

**OBHR 4360** Capstone in Organizational Behavior

Organizational Behavior/Human Resources Management Concentration Electives: (9 semester credit hours)

Nine semester credit hours to be selected from:

**OBHR 3320** Groups and Teams

**OBHR 4300** Management of Non-Profit Organizations

**OBHR 4331** Compensation and Benefits Administration

**OBHR 4333** Performance Management

**OBHR 4334** Talent Acquisition and Management

**OBHR 4350** Introduction to Leading and Managing

**OBHR 4352** Negotiation and Dispute Resolution

**OBHR 4354** Leading Organizational Change

**OBHR 4356** Power and Influence in Organizations

**OBHR 4358** Transformational Leadership, Ethics, and Social Responsibility

Real Estate Investment Management Concentration Core Courses: (9 semester credit hours)

**REAL 3305** Real Estate Principles

**REAL 3365** Real Estate Finance and Principles

**REAL 4321** Real Estate Law and Contracts

Real Estate Investment Management Concentration Electives: (15 semester credit hours)

Fifteen semester credit hours to be selected from:

Any JSOM upper level courses, **PA 3377**

Sales Concentration Core Courses: (12 semester credit hours)

**MKT 3330** Introduction to Professional Sales
MKT 4331 Digital Prospecting
OBHR 3311 Principles of Management
OBHR 4352 Negotiation and Dispute Resolution

Sales Concentration Electives: (12 semester credit hours)

BCOM 4310 Strategic Business Communications
FIN 3305 or REAL 3305 Real Estate Principles
FIN 3330 Personal Financial Planning
HMGT 3301 Introduction to Healthcare Management
MKT 3320 Product and Brand Management
MKT 4332 Advanced Personal Selling
MKT 4333 Retailing and Distribution
OBHR 4310 Business Ethics
MKT 4V90 Marketing Internship*

*A three credit hour internship may be used for ONE Sales elective. All internships must be approved by the program

III. Elective Requirements: 11-17 semester credit hours (depending on the general or specific concentration plan)

Free Electives: 11-17 semester credit hours

Both lower- and upper-division courses may count as electives but students must complete at least 51 semester credit hours of upper-division courses to qualify for graduation.

JSOM freshmen are required to take BA 1100 Business Basics.

Each student is expected to complete a minimum of 160 hours of business-related work to fulfill the JSOM professional practicum requirement.

1. Incoming freshmen must enroll and complete requirements of UNIV 1010 and the corresponding school-related freshman seminar course. Students, including transfer students, who complete their core curriculum at UT Dallas must take UNIV 2020.

2. Curriculum Requirements can be fulfilled by other approved courses from institutions of higher education. The courses listed are recommended as the most efficient way to satisfy both Core Curriculum and Major Requirements at UT Dallas.

3. Indicates a prerequisite class to be completed before enrolling for upper-division classes.
4. A required Major course that also fulfills a Core Curriculum requirement. Semester credit hours are counted in Core Curriculum.

5. Students may elect to substitute MATH 2413 and MATH 2414 or MATH 2417 and MATH 2419.

6. Students may substitute MATH 2418 or CS 2305.

7. If not taken as core.