Naveen Jindal School of Management

Business Administration (BS)

Bachelor of Science in Business Administration

**Degree Requirements** [120 semester credit hours]

*View an Example of Degree Requirements by Semester*

**Faculty**


**Professor Emeritus:** Dale Osborne

**Clinical Professors:** John Barden, Britt Berrett, Abhijit Biswas, Ranavir Bose, Pamela Foster Brady, Shawn Carraher, Larry Chasteen, Paul Convery, David Cordell, Kutsal Dogan, Howard Dover, Forney Fleming III, Randall S. Guttery, Charles Hazzard, William Hefley, Robert Hicks, Gerald (Jerry) Hoag, Marilyn Kaplan, Ching-Chung Kuo, Peter Lewin, Jeffrey Manzi, John F. McCracken, Dennis McCuistion, Diane S. McNulty, Joseph Picken, Divakar Rajamani, Daniel Rajaratnam, David Ritchey, Rajiv Shah, Keith Thurgood, Jeff Weekley, Habte Woldu, Fang Wu, Laurie L. Ziegler

**Associate Professors:** Nina Baranchuk, Norris Bruce, Jianqing Chen, Zhonglan Dai, Rebecca Files, Xianjun Geng, J. Richard Harrison, Dorothée Honhon, Kyle Hyndman, Surya N. Janakiraman, Robert L. Kieschnick Jr., Ningzhong Li, Lívia Markóczy, Amit Mehra, Toyah Miller, Ramachandran (Ram) Natarajan, Naim Bugra Ozel, H. Dennis Park, Valery Polkovnichenko, Cuili Qian, Orlando C. Richard, Young U. Ryu, Gil Sadka, Jane Salk, Harpreet Singh, David J. Springate, Upender Subramanian, Kelsey D. Wei, Han (Victor) Xia, Jun Xia, Ying Xie, Yexiao Xu, Alejandro Zentner, Jieying Zhang, Yuan Zhang, Feng Zhao, Yibin Zhou

**Clinical Associate Professors:** Steven Guengerich, Lale Guler, Sonia Leach, David Parks, Carolyn Reichert, Avanti P. Sethi, Kelly Slaughter, James Szot, Mark Thouin, McClain Watson

**Assistant Professors:** Mehmet Ayvaci, Qi (George) Chen, Khai Chiong, Emily Choi, Bernhard Ganglmair, Nathan Goldman, Ying Huang, Sora Jun, Atanu Lahiri, Sheen Levine, Jun Li, Meng Li,
Xiaolin Li, Maria Loumioti, Jean-Marie Meier, Radha Mookerjee, Anyan Qi, Alejandro Rivera Mesias, Alessio Saretto, Simon Siegenthaler, Serdar Simsek, Shaojie Tang, Christian Von-Drathen, Shouqiang Wang, Malcolm Wardlaw, Junfeng Wu, Steven Xiao, Shengqi Ye, Nir Yehuda, Zhe (James) Zhang, Xiaofei Zhao

Clinical Assistant Professors: Shawn Alborz, Athena Alimirzaei, Moran Blueshtein, Judd Bradbury, Jerome Gafford, John Gamino, Ayfer Gurun, Maria Hasenhuttl, Julie Haworth, Jeffery (Jeff) Hicks, Revansiddha Khanapure, Kristen Lawson, Kathryn Lookadoo, Liping Ma, Sarah Moore, Ravi Narayan, Dawn Owens, Parneet Pahwa, Jason Parker, Drew Peabody, Jeanne Sluder, Nassim Sohaee

Senior Lecturers: Semiramis Amirpour, Frank Anderson, Vivek Arora, Christina (Krysta) Betanzos, Tiffany A. Bortz, Richard Bowen, Monica E. Brussolo, Juliann Chapman, George DeCourcy, Eugene (Gene) Deluke, Alexander Edsel, Amal El-Ashmawi, Carol Flannery, Mary Beth Goodrich, Thomas (Tom) Henderson, Jennifer G. Johnson, Jackie Kimzey, Chris Linsteadt, Joseph Mauriello, Victoria D. McCrady, Edward Meda, Robert (Stephen) Molina, Prithi Narasimhan, Mohammad Naseri Taheri, Madison Pedigo, Matt Polze, James Richards, Debra Richardson, Anindita Roy Bardhan, Kashif Saeed, Margaret Smallwood, Steven Solcher, Luell (Lou) Thompson, Amy L. Troutman, Robert Wright, Kathy Zolton, Hubert Zydorek

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

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**

Choose one of the following:

- **BA 1320** Business in a Global World\(^3, 4\)
- **ECON 2301** Principles of Macroeconomics\(^3, 4\)
- **ECON 2302** Principles of Microeconomics\(^3, 4\)

**Component Area Option: 6 semester credit hours**

Choose two of the following:

- **BA 1320** Business in a Global World\(^3, 4\)
- **ECON 2301** Principles of Macroeconomics\(^3, 4\)
- **ECON 2302** Principles of Microeconomics\(^3, 4\)

II. Major Requirements: 59-68 semester credit hours (depending on the general or specific concentration plan)

**Major Preparatory Courses: 12 semester credit hours beyond Core Curriculum**

- **ACCT 2301** Introductory Financial Accounting\(^3\)
- **ACCT 2302** Introductory Management Accounting\(^3\)
- **BLAW 2301** Business and Public Law\(^3\)
- **MATH 1325** Applied Calculus\(^3, 4, 5\)
- **OPRE 3360** Managerial Methods in Decision Making Under Uncertainty
  - or **STAT 3360** Probability and Statistics for Management and Economics
- **BA 1310** Principles of Business Decision Making
  - or **ECON 2301** Principles of Macroeconomics\(^3, 4\)
- **BA 1320** Business in a Global World\(^3, 4\)
  - or **ECON 2302** Principles of Microeconomics\(^3, 4\)
Major Core Courses: 29-32 semester credit hours

- **BA 1100** Business Basics and **BA 3100** Professional Development
- or **BA 3200** Introduction to Business and 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
  - or **OBHR 3330** Introduction to Human Resource Management
- **MKT 3300** Principles of Marketing
- **BPS 4305** Strategic Management
  - or **ENTP 3320** Start-up Launch I (with prior permission of instructor)
- **IMS 3310** International Business

A community engagement experience is required; the student has the option of zero or 3 semester credit hours, depending on the particular experience, and preference for additional electives.

- **ENTP 4340** Social Sector Engagement and Community Outreach
- **BA 4095** Social Sector Engagement and Community Outreach Practicum

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 Analytics
- Business Economics
- Energy Management
- Innovation and Entrepreneurship
- Risk Management and Insurance
- Real Estate Investment Management
- Sales

Each Concentration has core courses plus concentration electives.
General Business Option

Core course (3 semester credit hours)

**ENTP 3301** Innovation and Entrepreneurship

Electives (15 semester credit hours)

A practicum experience is required; the student has the option of zero to 3 semester credit hours, depending on the particular internship, and preference for additional electives.

**BA 4V90** Management Internship

**BA 4090** Management Internship

Choose from the following to fulfill remaining Elective semester credit hours. 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 - BA, BCOM, BPS, BLAW, HMGT, or IMS prefixes
- **Group 6:** Operations Management - OPRE prefix

Business Analytics Concentration

Core Courses (12 semester credit hours)

**FIN 3390** Introduction to Financial Modeling

**FIN 3395** Financial Modeling and Valuation

**MKT 3340** Marketing Research

**OBHR 4337** HR Analytics

Electives (9 semester credit hours)

A practicum experience is required; the student has the option of zero to 3 semester credit hours, depending on the particular internship, and preference for additional electives.

**FIN 4V80** Practicum in Finance

**FIN 4080** Practicum in Finance

**ITSS 4V90** ITSS Internship

**ITSS 4090** Information Technology and Systems Internship

**MKT 4V90** Marketing Internship
MKT 4090 Marketing Internship

Choose from the following to fulfill remaining Elective semester credit hours:

ACCT 4301 or ITSS 4301 Database Systems
ITSS 3312 Object-Oriented Programming
ITSS 4300 Database Fundamentals
OPRE 4320 or ITSS 4343 Integrated SCM Information Systems

Business Economics Concentration

Core Courses (15 semester credit hours)

FIN 3350 Financial Markets and Institutions
MECO 4351 Industrial Organization and Corporate Strategy
MECO 4352 Applied Econometrics and Times Series Analysis

And two courses approved by the department

Electives (9 semester credit hours)

A practicum experience is required; the student has the option of zero to 3 semester credit hours, depending on the particular internship, and preference for additional electives.

BA 4V90 Management Internship
BA 4090 Management Internship

Choose from the following to fulfill remaining Elective semester credit hours:

FIN 3390 Introduction to Financial Modeling
MECO 4342 Financial and Business Negotiation Analysis
RMIS 3370 or FIN 3370 Principles of Risk Management and Insurance
REAL 3305 or FIN 3305 Real Estate Principles
MKT 3340 Marketing Research

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
**MKT 3340** Marketing Research

Electives (9 semester credit hours)

A practicum experience is required; the student has the option of zero to 3 semester credit hours, depending on the particular internship, and preference for additional electives.

**BA 4V90** Management Internship  
**BA 4090** Management Internship

Choose from the following to fulfill remaining Elective semester credit hours:

**ENGY 3340** Energy Law and Contracts  
**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

Select 9 semester credit hours from the following:

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

Electives (12 semester credit hours)

A practicum experience is required; the student has the option of zero to 3 semester credit hours, depending on the particular internship, and preference for additional electives.

**ENTP 4V90** Innovation and Entrepreneurship Internship  
**ENTP 4090** Innovation and Entrepreneurship Internship  
**BA 4V90** Management Internship  
**BA 4090** Management Internship

Choose from the following to fulfill remaining Elective semester credit hours. At least 6 semester credit hours must have an ENTP prefix.

**ENTP 3320** Start-up Launch I
**ENTP 3321** Start-up Launch II  
**ENTP 4330** Entrepreneurial Marketing  
**ENTP 4340** Social Sector Engagement and Community Outreach  
**ENTP 4360** Innovation and Creativity  
**ENTP 4V00** Special Topics in Entrepreneurship  
**ENTP 4320** Small Business Management or **ENTP 4350** Corporate Entrepreneurship  
**HMGT 3301** Introduction to Healthcare Management  
**IMS 4310** Export Market Development  
**IMS 4320** or **MKT 4320** International Marketing  
**IMS 4330** Global Human Resource Management  
**MKT 3330** Introduction to Professional Selling  
**MKT 4340** Marketing Research  
**ENTP 4335** or **MKT 4330** Digital and Internet Marketing  
**ENTP 4331** or **MKT 4331** Digital Prospecting  
**MKT 4336** E-Retailing  
**MKT 4338** Marketing Content Creation

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

**Risk Management and Insurance Concentration**

Core Courses (15 semester credit hours)

**RMIS 3370** or **FIN 3370** Principles of Risk Management and Insurance  
**RMIS 4331** or **FIN 4331** Business Liability Risk Management and Insurance  
**RMIS 4332** or **FIN 4332** Commercial Property Risk Management and Insurance  
**RMIS 4333** or **FIN 4333** Overview of Enterprise Risk Management  
**RMIS 4334** or **FIN 4334** Insurance Law and Contracts

Electives (9 semester credit hours)

A practicum experience is required; the student has the option of zero to 3 semester credit hours, depending on the particular internship, and preference for additional electives.

**FIN 4V80** Practicum in Finance
FIN 4080 Practicum in Finance
MKT 4V90 Marketing Internship
MKT 4090 Marketing Internship

Choose from the following to fulfill remaining Elective 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
RMIS 3375 Life, Accident and Health Insurance

Real Estate Investment Management Concentration

Core Courses: (9 semester credit hours)

REAL 3305 or FIN 3305 Real Estate Principles
REAL 3365 or FIN 3365 Real Estate Finance and Principles
REAL 4321 or FIN 4321 Real Estate Law and Contracts

Electives (15 semester credit hours)

A practicum experience is required; the student has the option of zero to 3 semester credit hours, depending on the particular internship, and preference for additional electives.

REAL 4V80 Internship in Real Estate
REAL 4090 Real Estate Internship
BA 4V90 Management Internship
BA 4090 Management Internship

Choose from the following to fulfill remaining Elective semester credit hours:

Any JSOM upper level courses, PA 3377 or GISC 4385

Sales Concentration

Core Courses (9 semester credit hours)

MKT 3330 Introduction to Professional Sales
MKT 4331 or ENTP 4331 Digital Prospecting
OBHR 4352 Negotiation and Dispute Resolution
Electives (15 semester credit hours)

A practicum experience is required; the student has the option of zero to 3 semester credit hours, depending on the particular internship, and preference for additional electives.

- **MKT 4V90** Marketing Internship
- **MKT 4090** Marketing Internship

Choose from the following to fulfill remaining Elective 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

III. Elective Requirements: 10-19 semester credit hours (depending on the general or specific concentration plan)

**Free Electives: 10-19 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.

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 or MATH 2417.

6. JSOM freshmen are required to take BA 1100 and BA 3100. Transfer students and students new to JSOM are required to take BA 3200.
7. ENTP 3320 can be used to fulfill elective hours for the Innovation and Entrepreneurship Concentration if not counted as a Major Core Course.

8. ENTP 4320 or ENTP 4350 can be used to fulfill elective hours for the Innovation and Entrepreneurship Concentration if not counted as a Concentration Core Course.

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