Naveen Jindal School of Management

Global Business and Marketing (Double Major) (BS)

Bachelor of Science in Global Business and Marketing (Double Major)

Degree Requirements (128 semester credit hours)

The Bachelor of Science in Global Business (BS GB) and Bachelor of Science in Marketing (BS MKT) double major is a minimum 128 semester credit hours degree program that prepares students to address marketing issues in global markets. The program emphasizes building key skills and competencies of global marketing professionals such as cross-cultural communication, market research, and digital marketing. Students also gain analytical decision-making and problem-solving skills through real-life consulting and global supply chain projects, and internships.

A minimum of 9 semester credit hours must be earned during a semester of study abroad. Any 9 semester credit hours from the degree plan may be chosen, however, students should be aware that study abroad courses are subject to a pre-approval process to ensure transferability.

Faculty


Professor Emeritus: Dale Osborne


Associate Professors: Nina Baranchuk, Norris Bruce, Jianqiong Chen, Zhonglan Dai, Rebecca Files, Xianjun Geng, J. Richard Harrison, Dorothée Honhon, Kyle Hyndman, Surya N. Janakiraman, Robert L. Kieschnick Jr., Atanu Lahiri, Jun Li, 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: Shawn Alborz, Steven Guengerich, Lale Guler, Dawn Owens, David Parks, Carolyn Reichert, Avanti P. Sethi, Kelly Slaughter, Jeanne Sluder,
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

- **BA 1320** Business in a Global World
  or **ECON 2301** Principles of Macroeconomics

Component Area Option: 6 semester credit hours

Choose two of the following:

- **BA 1310** Making Choices in Free Market Systems
  or **ECON 2302** Principles of Microeconomics
- **BA 1320** Business in a Global World
- **ECON 2301** Principles of Macroeconomics
- **ECON 2302** Principles of Microeconomics

II. Major Requirements: 83 semester credit hours

Major Preparatory Courses: 12 semester credit hours beyond Core Curriculum

- **ACCT 2301** Introductory Financial Accounting
- **ACCT 2302** Introductory Management Accounting
- **BLAW 2301** Business and Public Law
- **BA 1310** Making Choices in Free Market Systems
  or **ECON 2302** Principles of Microeconomics
- **BA 1320** Business in a Global World
  or **ECON 2301** Principles of Macroeconomics
- **MATH 1325** Applied Calculus
- **STAT 3360** Probability and Statistics for Management and Economics
  or **OPRE 3360** Managerial Methods in Decision Making Under Uncertainty

Major Core Courses: 26 semester credit hours

- **BA 1100** Business Basics and **IMS 3100** Professional Development
  or **IMS 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 3330** Introduction to Human Resource Management  
or **OBHR 3310** Organizational Behavior  
**MKT 3300** Principles of Marketing  
**IMS 3310** International Business

**Major Related Courses: 27 semester credit hours**

**IMS 4320** or **MKT 4320** International Marketing  
**FIN 3380** International Financial Management  
**IMS 4330** Global Human Resource Management  
**IMS 4373** Global Strategy  
**BLAW 4301** International Law  
**MKT 3340** Marketing Research  
**MKT 4330** Digital and Internet Marketing  
**MKT 3330** Introduction to Professional Selling  
**MKT 4380** Capstone Course in Marketing

**Marketing Electives: 12 semester credit hours**

Choose 4 courses from one of the following tracks:

**Digital Track**
- **MKT 4338** Marketing Content Creation  
- **MKT 4334** Social Media Marketing  
- **MKT 4V90** Marketing Internship (in Digital Marketing)  
- **MKT 4331** Digital Prospecting  
- **MKT 4336** E-Retailing

**Marketing Analytics Track**
- **MKT 4336** E-Retailing  
- **MKT 4V93** Seminar Series in Marketing  
- **MKT 4337** Marketing Analytics  
- **MKT 4V90** Marketing Internship (in Marketing Analytics)

**Marketing Management Track**
- **MKT 3320** Product and Brand Management  
- **MKT 4370** Marketing Projects
Foreign Language Requirement: 6 semester credit hours of the same language

If the language credit is obtained without taking classes, six additional semester credit hours of Free Electives (upper-division or lower-division) can be taken by student. Students are strongly encouraged to meet with their Program Director every semester to discuss their progress, career interests, and international experiences.

III. Elective Requirements: 3 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.

IMS 4V90 Management Internship
IMS 4090 Management Internship

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.

IMS 4335 Social Sector Entrepreneurship and Community Engagement
  or ENTP 4340 Social Sector Entrepreneurship and Community Engagement
  or MKT 4360 Social Marketing
  or BA 4095 Social Sector Engagement and Community Outreach Practicum

Additional Elective Options:

IMS 4310 Export Market Development
ENTP 4311 Entrepreneurial Strategy and Business Models
FIN 3350 Financial Markets and Institutions
OBHR 4310 Business Ethics
OBHR 4352 Negotiation and Dispute Resolution
OPRE 3320 Supply Chain Management

Faculty Led Foreign Study Trip:
  GEOG 3370 The Global Economy
  ECON 4360 International Trade

Any JGE course: IMS 3091, IMS 3092, IMS 3093, IMS 3094, IMS 3095, IMS 3096, IMS 3V91, IMS 3V92, IMS 3V93, IMS 3V94, IMS 3V95, IMS 3V96

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. Students with non-academic obligations (for example, full time jobs) who cannot study abroad for an entire semester may request a waiver to substitute 6 semester credit hours of faculty led study trips (IMS 3V91, IMS 3V92, IMS 3V93, IMS 3V94, IMS 3V95, IMS 3V96). An international internship may also be substituted for the semester of study abroad.

3. 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.

4. Indicates a prerequisite class to be completed before enrolling for upper-division classes.

5. A required Major course that also fulfills a Core Curriculum requirement. Semester credit hours are counted in Core Curriculum.

6. Students may elect to substitute MATH 2413 or MATH 2417.

7. Certain courses listed are prerequisites for major core (e.g., BA 1320 or ECON 2301 for IMS 3310), major concentration, or major related courses. Choose accordingly.

8. JSOM freshmen are required to take BA 1100 and IMS 3100. Transfer students and students new to JSOM are required to take IMS 3200.

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