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

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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, John Gamino, Randall S. Guttery, Charles Hazzard, William Hefley, Robert Hicks, Gerald (Jerry) Hoag, Marilyn Kaplan, Ching-Chung Kuo, Sonia Leach, Peter Lewin, Jeffrey Manzi, John F. McCracken, Dennis McCuistion, Diane S. McNulty,
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

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

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 I

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
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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