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


Associate Professors: Mehmet Ayvaci, Nina Baranchuk, Norris Bruce, Jianqing Chen, Zhonglan Dai, Rebecca Files, Dorothée Honhon, Bin Hu, 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, Cuili Qian, Orlando C. Richard, Young U. Ryu, Gil Sadka, 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

Assistant Professors: Khai Chiong, Emily Choi, Andrew Frazelle, Ying Huang, Joonhwi Joo, Sora Jun, Sheen Levine, Meng Li, Maria Loumioti, Jean-Marie Meier, Radha Mookerjee, Anyan Qi, Alejandro Rivera Mesias, Alessio Saretto, Simon Siegenthaler, Serdar Simsek, Shaojie Tang, Xiaoxiao Tang, Shervin Tehrani, Ashwin Venkataraman, Christian Von-Drathen, Guihua Wang, Shouqiang Wang, Junfeng Wu, Steven Xiao, Yingjie
I. Core Curriculum Requirements: 42 semester credit hours

Communication: 6 semester credit hours

Select any 6 semester credit hours from Communication Core courses (see advisor)

Mathematics: 3 semester credit hours

**MATH 1325** Applied Calculus 1, 5, 6

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

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: 81 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
   MATH 1325 Applied Calculus
   STAT 3360 Probability and Statistics for Management and Economics
      or OPRE 3360 Managerial Methods in Decision Making Under Uncertainty
Choose two of the following:
   BA 1310 Making Choices in Free Market Systems

**Major Core Courses: 24 semester credit hours**

- **BCOM 1300** Introduction to Professionalism and Communication in Business
- or **BCOM 3300** Professionalism and Communication in Business
- **BCOM 4300** Managing Communications in Business
- **IMS 3310** International Business
- **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

**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 4395** Capstone Senior Project - Marketing
  - or **IMS 4395** Capstone Senior Project - Global Business
  - or **BPS 4395** Capstone Senior Project - Business
  - or **ENTP 4395** Capstone Senior Project - Entrepreneurship

**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
- **MKT 4340** Consumer Behavior
- **MKT 4350** Advertising
- **MKT 4V90** Marketing Internship (in Marketing 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: 5 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** Integrated Supply Chain Management

Faculty Led Foreign Study Trip:

**GEOG 3370** The Global Economy

**ECON 4360** International Trade


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 1310 or BA 1320 or ECON 2301 for IMS 3310), major concentration, or major related courses. Choose accordingly.

8. JSOM freshmen are required to take BCOM 1300. Transfer students and students new to JSOM are required to take BCOM 3300.