

# Naveen Jindal School of Management

## Business Administration (BS)

### Bachelor of Science in Business Administration

[Degree Requirements](#) (120 semester credit hours)<sup>1</sup>

[View an Example of Degree Requirements by Semester](#)

## Faculty

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**Professors:** Ashiq Ali, Alain Bensoussan, Gary Bolton, Metin Çakanyildirim, Huseyin Cavusoglu, Jianqing Chen, William M. Cready, Milind Dawande, Gregory G. Dess, Umit G. Gurun, Kyle Hyndman, Sanjay Jain, Ganesh Janakiraman, Elena Katok, Dmitri Kuksov, Nanda Kumar, Seung-Hyun Lee, Stanley Liebowitz, Zhiang (John) Lin, Sumit K. Majumdar, Amit Mehra, Syam Menon, Vijay S. Mookerjee, B. P. S. Murthi, Vikram Nanda, Özalp Özer, Mike W. Peng, Suresh Radhakrishnan, Srinivasan Raghunathan, Ram C. Rao, Brian Ratchford, Michael J. Rebello, Gil Sadka, Sumit Sarkar, Suresh P. Sethi, Kathryn E. Steckle, Wing Kwong (Eric) Tsang, Jun Xia, Ying Xie, Harold Zhang, Zhiqiang (Eric) Zheng

**Associate Professors:** Mehmet Ayvaci, Nina Baranchuk, Norris Bruce, Zhonglan Dai, Rebecca Files, Dorothée Honhon, Surya N. Janakiraman, Robert L. Kieschnick Jr., Atanu Lahiri, Jun Li, Ningzhong Li, Lívia Markóczy, Toyah Miller, Ramachandran (Ram) Natarajan, Naim Bugra Ozel, Anyan Qi, Young U. Ryu, Harpreet Singh, Upender Subramanian, Shaojie Tang, Shouqiang Wang, Kelsey D. Wei, Han (Victor) Xia, Yexiao Xu, Alejandro Zentner, Jieying Zhang, Yuan Zhang, Feng Zhao, Yibin Zhou

**Assistant Professors:** Emily Choi, Joonhwi Joo, Sheen Levine, Meng Li, Radha Mookerjee, Alejandro Rivera Mesias, Alessio Saretto, Serdar Simsek, Shervin Tehrani, Christian Von-Drathen, Steven Xiao, Zhe (James) Zhang

**Associate Professors Emeriti:** J. Richard Harrison, Jane Salk

**Clinical Professors:** Abhijit Biswas, Larry Chasteen, David Cordell, Howard Dover, John Gamino, Randall S. Guttery, William Hefley, Sonia Leach, Peter Lewin, Jeffrey Manzi, Divakar Rajamani, Daniel Rajaratnam, Kannan Ramanathan, Mark Thouin, Jeff Weekley, Habte Woldu, Fang Wu, Laurie L. Ziegler

**Clinical Associate Professors:** Shawn Alborz, Carolyn Reichert, Avanti P. Sethi

**Clinical Assistant Professors:** Athena Alimirzaei, Moran Blueshtein, Judd Bradbury, Jeffery (Jeff) Hicks, Revansiddha Khanapure, Liping Ma, Ravi Narayan, Parneet Pahwa, Drew Peabody

**Professors of Instruction:** Charles Hazzard, Chris Linsteadt, Luell (Lou) Thompson

**Associate Professors of Instruction:** Ayfer Gurun, Maria Hasenhuttl, Hubert Zydorek

**Professors of Practice:** Tiffany A. Bortz, Alexander Edsel, Rajiv Shah

**Associate Professors of Practice:** Jackie Kimzey, Steven Solcher

**Assistant Professor of Practice:** Edward Meda

**Senior Lecturer:** Prithi Narasimhan

I. Core Curriculum Requirements: 42 semester credit hours<sup>2</sup>

**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 I<sup>3, 4, 5, 6</sup>

Or select any 3 semester credit hours from [Mathematics Core](#) courses (see advisor)

**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

Or select any 6 semester credit hours from [Government/Political Science Option](#) courses (see advisor)

**Social and Behavioral Sciences: 3 semester credit hours**

Choose one of the following:<sup>7</sup><sub>\_</sub>

[BA 1310](#) Making Choices in Free Market Systems<sup>3, 4</sup><sub>\_ \_</sub>

[BA 1320](#) Business in a Global World<sup>3, 4</sup><sub>\_ \_</sub>

[ECON 2301](#) Principles of Macroeconomics<sup>3, 4</sup><sub>\_ \_</sub>

[ECON 2302](#) Principles of Microeconomics<sup>3, 4</sup><sub>\_ \_</sub>

Or select any 3 semester credit hours from [Social and Behavioral Sciences Core](#) courses (see advisor)

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

Choose two of the following:<sup>7</sup><sub>\_</sub>

[BA 1310](#) Making Choices in Free Market Systems<sup>3, 4</sup><sub>\_ \_</sub>

[BA 1320](#) Business in a Global World<sup>3, 4</sup><sub>\_ \_</sub>

[ECON 2301](#) Principles of Macroeconomics<sup>3, 4</sup><sub>\_ \_</sub>

[ECON 2302](#) Principles of Microeconomics<sup>3, 4</sup><sub>\_ \_</sub>

Or select any 6 semester credit hours from [Component Area Option Core](#) courses (see advisor)

II. Major Requirements: 66-75 semester credit hours (depending on the general or specific concentration plan)<sup>7</sup><sub>\_</sub>

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

[ACCT 2301](#) Introductory Financial Accounting<sup>3</sup><sub>\_</sub>

[ACCT 2302](#) Introductory Management Accounting<sup>3</sup><sub>\_</sub>

[BLAW 2301](#) Business and Public Law<sup>3</sup><sub>\_</sub>

[MATH 1325](#) Applied Calculus I 3, 4, 5, 6

[OPRE 3360](#) Managerial Methods in Decision Making Under Uncertainty  
or [STAT 3360](#) Probability and Statistics for Management and Economics

Choose two of the following: 7

[BA 1310](#) Making Choices in Free Market Systems 3, 4

[BA 1320](#) Business in a Global World 3, 4

[ECON 2301](#) Principles of Macroeconomics 3, 4

[ECON 2302](#) Principles of Microeconomics 3, 4

**Major Core Courses: 36-39 semester credit hours**

[BCOM 1300](#) Introduction to Professionalism and Communication in Business 8

or [BCOM 3300](#) Professionalism and Communication in Business 8

[BCOM 4300](#) Managing Communications in Business

[BA 3300](#) Advanced Topics in Capitalism: Ideas and Challenges That Shape Our World

[IMS 3310](#) International Business

[FIN 3320](#) Business Finance

[ITSS 3300](#) Information Technology for Business

[OPRE 3310](#) Operations Management

[OPRE 3330](#) Project 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) 9

[BPS 4395](#) Capstone Senior Project - Business

or [ENTP 4395](#) Capstone Senior Project - Entrepreneurship

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

**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 ([General Business Option](#)) 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.

In any of the options, course prerequisites must be met.

### **General Business Option**

**Core course: 3 semester credit hours**

[ENTP 3301](#) Innovation and Entrepreneurship

**Electives: 15 semester credit hours**

A practicum experience of at least 160 working hours 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 upper division courses, not used in Major Core, Major Preparatory, or Major Related Core, from the following groups (prefixes) to fulfill remaining Elective semester credit hours. **Students choosing this option must select their courses from at least 3 different 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](#), [HMG](#)T, 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

or [MKT 4337](#) Marketing Analytics

### **Electives: 9 semester credit hours**

A practicum experience of at least 160 working hours 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](#) Finance Internship

[ITSS 4V90](#) ITSS Internship

[ITSS 4090](#) Information Technology and Systems Internship

[MKT 4V90](#) Marketing Internship

[MKT 4090](#) Marketing Internship

[BA 4090](#) Management 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

Other upper-division courses may be used to fulfill Electives with advance written permission from Business Analytics Program Director.

### **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 Time Series Analysis

And two courses approved by the department

#### **Electives: 9 semester credit hours**

A practicum experience of at least 160 working hours 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

Other upper-division courses may be used to fulfill Electives with advance written permission from Business Economics Program Director.

### **Energy Management Concentration**

**Core Courses: 12 semester credit hours**

[ENGY 3301](#) Managing Carbon Assets: Oil, Gas, and Coal

[ENGY 3302](#) Managing Power and Renewable Energy Assets; Sustainability

And choose 2 of the following:

[ENGY 3340](#) Energy Law and Contracts

or [BLAW 4301](#) International Law

[FIN 4313](#) or [ENGY 4313](#) Energy Finance

[MECO 4342](#) Financial and Business Negotiation Analysis

**Electives: 12 semester credit hours**

A practicum experience of at least 160 working hours 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, if not already chosen as energy core:

[ENGY 3340](#) Energy Law and Contracts or [BLAW 4301](#) International Law

[FIN 4313](#) or [ENGY 4313](#) Energy Finance

[MECO 4342](#) Financial and Business Negotiation Analysis

[MECO 3330](#) or [ENGY 3330](#) Energy Economics

[MECO 4300](#) or [ENGY 4300](#) Energy Land Management

[OPRE 4330](#) Global Logistics and Inventory Management



[FIN 4340](#) Options and Futures Markets

[FIN 4345](#) Financial Information and Analysis

[NATS 2333](#) Energy, Water, and the Environment

[GEOS 1303](#) Physical Geology

## **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<sup>10</sup>

or [ENTP 4350](#) Corporate Entrepreneurship<sup>10</sup>

**Electives: 12 semester credit hours**

A practicum experience of at least 160 working hours 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<sup>9</sup>

[ENTP 3321](#) Start-up Launch II

[ENTP 4330](#) Entrepreneurial Marketing

[ENTP 4340](#) Social Sector Entrepreneurship and Community Engagement

[ENTP 4360](#) Innovation and Creativity

[ENTP 4V00](#) Special Topics in Entrepreneurship

[ENTP 4320](#) Small Business Management<sup>10</sup>

or [ENTP 4350](#) Corporate Entrepreneurship<sup>10</sup>

[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 3340](#) 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](#) Enterprise Risk Management

[RMIS 4334](#) or [FIN 4334](#) Insurance Law and Contracts

**Electives: 9 semester credit hours**

A practicum experience of at least 160 working hours 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](#) Finance Internship

[MKT 4V90](#) Marketing Internship

[MKT 4090](#) Marketing Internship

[BA 4090](#) Management Internship

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

[RMIS 4336](#) or [FIN 4336](#) Risk Control and Safety Engineering

[RMIS 4338](#) or [FIN 4338](#) Financial Decision-Making Processes for Risk Management

[FIN 3305](#) or [REAL 3305](#) Real Estate Principles

[MKT 3330](#) Introduction to Professional Selling

### **Real Estate Investment Management Concentration**

#### **Core Courses: 12 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

[REAL 4328](#) or [FIN 4328](#) Real Estate Valuation

#### **Electives: 12 semester credit hours**

A practicum experience of at least 160 working hours 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](#) Finance Internship

[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: 12 semester credit hours**

[MKT 3330](#) Introduction to Professional Selling

[MKT 3331](#) Principles of Category Management

[MKT 4331](#) or [ENTP 4331](#) Digital Prospecting

[OBHR 4352](#) Negotiation and Dispute Resolution

#### **Electives: 12 semester credit hours**

A practicum experience of at least 160 working hours 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<sup>11</sup>

[MKT 4090](#) Marketing Internship

[BA 4090](#) Management Internship

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

[FIN 3305](#) or [REAL 3305](#) Real Estate Principles

[FIN 3330](#) Personal Financial Planning

[HMGH 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: 3-12 semester credit hours (depending on the general or specific concentration plan)

### **Free Electives: 3-12 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.

## **Certificate in Innovation and Entrepreneurship**

9 semester credit hours

The Certificate in Innovation and Entrepreneurship introduces students to the curriculum available at Jindal School of Management while also offering tangible real-world experience in developing a startup concept or a foundation in corporate innovation.

[ENTP 3301](#) Innovation and Entrepreneurship

And 6 semester credit hours to be selected from:

[ENTP 4311](#) Entrepreneurial Strategy and Business Models

[ENTP 4320](#) Small Business Management

[ENTP 4350](#) Corporate Entrepreneurship

[ENTP 4340](#) Social Sector Entrepreneurship and Community Engagement

[ENTP 3320](#) Start-up Launch I

[ENTP 3321](#) Start-up Launch II

Students in a technical degree program can substitute a technical design capstone course for one of the selectable ENTP courses.

The technical capstone courses include any of the following:

[ATCM 4398](#) Capstone Project

[BMEN 4388](#) Senior Design Project I

or [BMEN 4389](#) Senior Design Project II

[CE 4388](#) or [EE 4388](#) Senior Design Project I

or [CE 4389](#) or [EE 4389](#) Senior Design Project II

[CS 4485](#) Computer Science Project

[MECH 4381](#) Senior Design Project I

or [MECH 4382](#) Senior Design Project II

[SE 4485](#) Software Engineering Project

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. In order to make timely degree progress, students should complete MATH 1325 or its equivalent by the end of their first semester at UT Dallas. Students who will not meet this requirement should contact their academic advisor to discuss their degree timeline.
7. Certain courses listed are prerequisites for major core (e.g., BA 1310 or ECON 2302 for BA 3300), major concentration, or major related courses. Choose accordingly.
8. JSOM first-time-in-college freshmen are required to take BCOM 1300 in their first semester. Transfer students and students new to JSOM are required to take BCOM 3300 in their first semester.
9. ENTP 3320 can be used to fulfill elective hours for the Innovation and Entrepreneurship Concentration if not counted as a Major Core Course.
10. 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.
11. A three credit hour internship may be used for ONE Sales elective. All internships must be approved by the program.

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