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)¹

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.²

Faculty


Associate Professors: Mehmet Ayvaci, Nina Baranchuk, Norris Bruce, Zhonglan Dai, Rebecca Files, Dorothee Honhon, Bin Hu, Surya N. Janakiraman, Robert L. Kieschnick Jr., Atanu Lahiri, Jun Li, Ningzhong Li, Maria Loumioti, Livia Markoczy, Toyah Miller, Ramachandran (Ram) Natarajan, Naim Bugra Ozel, H. Dennis Park, Anyan Qi, Young U. Ryu, Harpreet Singh, David J. Springate, 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: Khai Chiong, Emily Choi, Andrew Frazelle, Ying Huang, Joonhwi Joo, Sora Jun, Sheen Levine, Meng Li, Jean-Marie Meier, Radha Mookerjee, Alejandro Rivera Mesias, Alessio Saretto, Simon Siegenthaler, Serdar Simsek, Xiaoxiao Tang, Shervin Tehrani, Ashwin Venkataraman, Christian Von-Drathen, Guihua Wang, Junfeng Wu, Steven Xiao, Yingjie Zhang, Zhe (James) Zhang, Xiaofei Zhao

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, 7

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 Core courses (see advisor)

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
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:

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

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
BA 1320 Business in a Global World
ECON 2301 Principles of Macroeconomics
ECON 2302 Principles of Microeconomics

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 ENTP 3320 Start-up Launch I
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
MKT 4339 Marketing Creative Skills and Testing

Marketing Analytics Track
MKT 4336 E-Retailing
MKT 4V93 Seminar Series in Marketing
MKT 4337 Marketing Analytics
MKT 4341 Predictive 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 4360 Social Marketing
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 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.²

- **IMS 4V90** Management Internship
- **IMS 4090** Management Internship
- **BA 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

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

- **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
- **GEOG 3370** The Global Economy
- **ECON 4360** International Trade

Any Faculty-Led International Study Trip 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 2 faculty-led international study trip courses (IMS 3091, IMS 3092, IMS 3093, IMS 3094, IMS 3095, IMS 3096, 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. 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.

8. Certain courses listed are prerequisites for major core, major concentration, or major related courses. Choose accordingly.

9. 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.