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.

An international experience is required for all Global Business majors. Students are encouraged to complete up to 6 hours in a foreign language. For additional information, please contact the Global Business Program Director.

Faculty


**Associate Professors:** Mehmet Ayvaci, Nina Baranchuk, Zhonglan Dai, Rebecca Files, Dorothée Honhon, Bin Hu, Surya N. Janakiraman, Robert L. Kieschnick Jr., Atanu Lahiri, Jun Li, Ningzhong Li, Maria Loumioti, Lívia Markóczy, Ramachandran (Ram) Natarajan, Naim Bugra Ozel, H. Dennis Park, 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:** Khai Chiong, Andrew Frazelle, Ying Huang, Joonhwi Joo, Sora Jun, Jason Kautz, 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

**Professor Emeritus:** John J. Wiorkowski
Associate Professors Emeriti: J. Richard Harrison, Jane Salk


Clinical Associate Professors: Shawn Alborz, Dawn Owens, Carolyn Reichert, Avanti P. Sethi, Ramesh Subramoniam, Aysegul Toptal, David Widdifield

Clinical Assistant Professors: Athena Alimirzaei, Moran Blueshtein, Judd Bradbury, Jerome Gafford, Jeffery (Jeff) Hicks, Revansiddha Khanapure, Kathryn Lookadoo, Liping Ma, Sarah Moore, Ravi Narayan, Parneet Pahwa, Nassim Sohaee

Professors of Instruction: Semiramis Amirpour, Mary Beth Goodrich, Chris Linsteadt, Luell (Lou) Thompson

Associate Professors of Instruction: Monica E. Brussolo, Amal El-Ashmawi, Ayfer Gurun, Maria Hasenhuttl, Mohammad Naseri Taheri, Hubert Zydorek

Assistant Professors of Instruction: Negin Enayaty Ahangar, Julie Haworth, Jennifer G. Johnson, Victoria D. McCrady, Edward Meda, Rasoul Ramezani, Gaurav Shekhar

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

Associate Professors of Practice: Richard Bowen, Jackie Kimzey, David Parks, Margaret Smallwood, Steven Solcher, Kathy Zolton

Assistant Professors of Practice: Khatereh Ahadi, Abu Naser Islam, Timothy Stephens

Senior Lecturers: Juliann Chapman, Thomas (Tom) Henderson, Joseph Mauriello, Robert (Stephen) Molina, Prithi Narasimhan, Madison Pedigo, Matt Polze, Guido Tirone, Robert Wright

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

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
OPRE 3360  Managerial Methods in Decision Making Under Uncertainty
  or STAT 3360  Probability and Statistics for Management and Economics
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 3310  Organizational Behavior
    or OBHR 3330  Introduction to Human Resource Management
  MKT 3300  Principles of Marketing

Major Related Courses: 33 semester credit hours
  IMS 4320  or MKT 4320  International Marketing
  FIN 3380  International Financial Management
  IMS 4330  Global Human Resource Management
  IMS 4350  Global Market Entry Strategies
  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

Choose one from the following:

**IMS 4310** Export Market Development

**IMS 4340** Managing Global Teams

**IMS 4V94** Seminar Series in International Management

**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
Three semester credit hours of upper-level MKT courses not listed or applied as credit hours elsewhere on degree plan, or equivalent or similar upper-level courses, may be used to fulfill a guided elective with advance written permission from the BS GLBS and BS MKT Program Directors.

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.

IMS 490 Management Internship
IMS 490 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 Impact 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 (if not used in Major Related Courses)

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. Global Business majors may complete their international experience with any of the following: a semester studying abroad taking at least 9 semester credit hours applicable to their major (NOTE: study abroad courses are subject to a pre-approval process to ensure transferability to their major); 2 JSOM faculty-led trip courses ("Regional Management Area Studies"); or an international internship (IMS 4090 or IMS 4V90).

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.

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