

# UNIVERSITY OF DALLAS



## The Satish & Yasmin Gupta College of Business

The Bachelor of Arts degree in business is a 120-hour program combining a Core curriculum committed to the Western heritage of liberal education with a traditional program of business study to develop principled and moral leaders who are competent and responsible managers. The degree program is composed of four categories of coursework: the university Core curriculum, the business major core, electives and the business practicum.

The business core courses represent the traditional functional areas of business. They include accounting, finance, communications, entrepreneurship, leadership, marketing, operations management, finite math for business, business ethics, social justice and business law. Elective courses may be selected from among all of the undergraduate courses. We encourage you to participate in a formal internship as part of your elective course work. The program culminates with the Senior Business Seminar. This experience is an opportunity to integrate lessons from each of the areas of study within the degree program.

A 400-hour business practicum is required for obtaining the business degree. You must have junior status and get approval from their business faculty adviser to register for the practicum. The practicum requires that you work a minimum of 400 hours in a professional capacity at the organization of your choosing. If you have difficulty securing a practicum, UD provides service-learning opportunities. Your immediate supervisor must formally evaluate you and you must give a brief presentation reflecting on your practicum experience.

### Concentration in Accounting

The accounting concentration is designed for undergraduate students who want to have additional training in accounting but do not want to sit for the CPA exam. Students will declare in their junior year and complete an additional 13-19 hours of coursework.

### Concentration in Business for Nonbusiness Majors

The business concentration offers an opportunity for nonbusiness majors to study business in addition to their major program of study. It allows the nonbusiness student to gain a broad understanding of the field of business and prepares students for business-related issues that will arise as a facet of their chosen careers. The selected courses aid students in acquiring the business knowledge and critical analysis and interpersonal skills needed for leadership roles in their careers and in social, volunteer, church and community activities.

#### Business Fundamentals Core:

BUS 1301	Business Foundations Seminar
BUS 1302	Finite Math for Business
BUS 1310	Financial Accounting
BUS 2340	Legal Environment
BUS 3095	Business Practicum
BUS 3101	Applied Computer Technology <b>or</b>
BUS 3103	Applied Computer Databases
BUS 3302	Leadership and Organizations
BUS 3306	Communication in Business

BUS 3307	Global Entrepreneurship
BUS 3310	Fundamentals of Managerial Finance
BUS 3314	Managerial Accounting
BUS 3320	Marketing Theory and Practice
BUS 3330	Operations Management
BUS 4101	Human Resource Skills
BUS 4390	Senior Seminar
PHI 3334	Business Ethics
THE 3340	Social Justice

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## 4+1 Programs

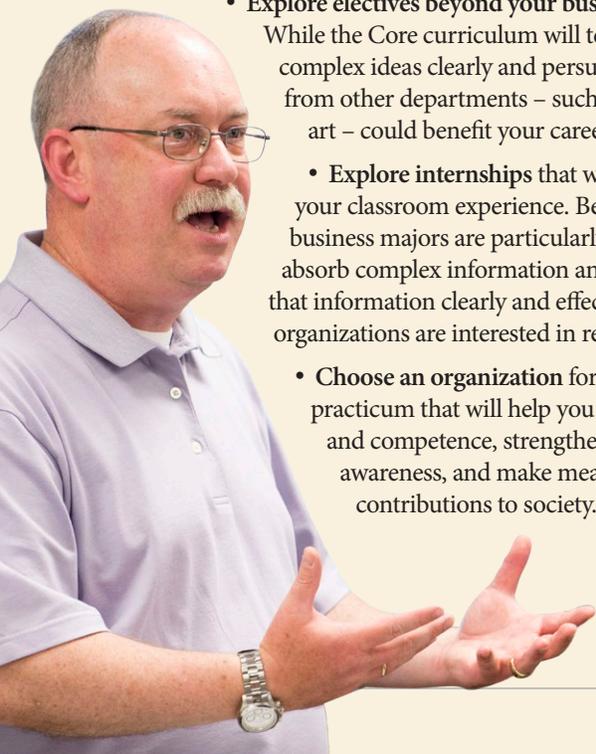
The 4+1 program allows undergraduate students to complete both a Bachelor of Arts (B.A.) and a master's degree in as little as five years. You should declare your intent for the 4+1 program in your junior/senior year, then submit an application to the Satish & Yasmin Gupta College of Business. You may take up to four graduate-level courses (12 credits) while completing your B.A. The graduate credits are in addition to the 120 credits required for graduation with the B.A. Upon graduation with the B.A. and a 3.0 GPA in the last 60 hours, you would continue in the graduate program and complete additional credits for the master's degree.

### 4+1 Programs of Study:

4+1 M.S. in Accounting	4+1 M.S. in Global Business
4+1 M.S. in Business Analytics	4+1 M.S. in Information and Technology Management
4+1 M.S. in Cybersecurity	4+1 MBA
4+1 M.S. in Finance	

### Action Items for Business Majors:

- Join campus clubs and organizations that support your interests, like the **MarketShare**, **Rotaract** and **AMA**. Explore what various organizations have to offer and what skills you can offer in return.
- **Explore electives beyond your business coursework.** While the Core curriculum will teach you to present complex ideas clearly and persuasively, electives from other departments – such as humanities or art – could benefit your career as well.
  - **Explore internships** that will build on your classroom experience. Because UD business majors are particularly able to read and absorb complex information and communicate that information clearly and effectively, many organizations are interested in recruiting them.
  - **Choose an organization** for your business practicum that will help you build skills and competence, strengthen your ethical awareness, and make meaningful contributions to society.



## Applying your interests, skills and values in a changing world:

### A few examples of current and recent UD business student internships include:

Intern, Northwestern Mutual
Marketing Intern, Sandler Training
Intern, Moroch Partners LP
Publicity and Promotions Intern, Allied Integrated Marketing
Data Analysis Intern, Interstate Batteries
Intern, Make-A-Wish Foundation
Finance Intern, GE Capital Finance
Intern, Senator Mike Enzi, Wyoming

### The following are some examples of the ways in which recent business graduates currently serve in the professional world. You'll find that the professional interests of UD graduates are diverse:

Enterprise Rent-A-Car Management Training Program
Booker, Fox News Channel
Senior Tax Analyst, Ernst & Young
Communications Project Manager, Monsanto
Management Training Program, Fidelity Investments
Talent Acquisition, Santander Consumer USA, Inc.
Trauma Unit, Stryker International
Realtor, Kulda Group, Keller Williams Peninsula Estates
Operations Coordinator, Americans for Prosperity
Senior Property Tax Assistant, 7-eleven Corporation
Assistant Account Executive, Moroch Partners LP
Analyst, Corporate Banking, JP Morgan