

BS in Digital Business & E-Commerce (DBUS) 2026-2027

- Total credit hours required = 120
- Minimum 2.0 GPA required for UNT, Overall, and Professional Field/Major GPAs
- A grade of C or higher is required for all courses in the SMHM Core, DBUS Major, and Major Electives
- All prerequisites must be successfully completed prior to enrollment in any course

UNIVERSITY CORE (42 HOURS)

See approved University Core list for options.

Communication (6 hours)
ENGL 1310 and ENGL 1320
Mathematics (3 hours)
See approved list; *Recommended: MATH 1580*
Life & Physical Sciences (6 hours)
See approved list; *Recommended: HMGH 2460*
Creative Arts (3 hours)
See approved list
Language, Philosophy and Culture (3 hours)
See approved list
American History (6 hours)
HIST 2610 and HIST 2620
Government/Political Science (6 hours)
PSCI 2305 and PSCI 2306
Social & Behavioral Science (3 hours)
See approved list; *Recommended: ECON 1100*
Core Option Courses (6 hours)
Option A (3 hours): MDSE 2750 (*double dip*)
Option A/B (3 hours): See approved list

SMHM CORE (9 HOURS)

CMHT 3950 Creating Consumer Experiences**
CMHT 4750 Workforce Dynamics in a Global Business
Environment** (*Sr. standing*)
CMHT 4790 Internship in Digital Retailing
(*Sr. standing, MDSE 2790, and DBUS 4370*)

BUSINESS COURSES (6 HOURS)

ACCT 2010 Accounting Principles I
(*Core Math, ECON 1100 or concurrent*)
MKTG 3651 Foundations of Marketing Practice for
Non-Business Majors

GENERAL ELECTIVES

Depends on individual degree plan, see advisor.

OPTIONAL MINORS & ACADEMIC CERTIFICATES

It is possible to earn a minor or academic certificate(s) within your major and general electives area. Contact your advisor for details.

DIGITAL BUSINESS & E-COMMERCE MAJOR (30 HOURS)

DBUS 2050 Introduction to Digital Retailing
DBUS 2080 E-Commerce Platforms
DBUS 3090 Digital Channel Strategies (*Jr. standing*)
DBUS 3190 Digital Retail Mktg Campaigns (FALL)
OR (*DBUS 2050*)
DBUS 3290 Customer-Centric Retailing w/ Digital CRM (SPR)
DBUS 4090 Digital Merchandising (FALL)
(*DBUS 2050, 2080*)
DBUS 4370 Digital Retailing Analytics: Tools & Insights (SPR)
(*Jr. standing*)
MDSE 2700 Excel for Industry**
MDSE 2750 Consumers in a Global Market**
MDSE 2790 Talent Development**
MDSE 4660 Advanced Application
(*Sr. standing and 18 hours completed in major, including MDSE 2700*)

MAJOR ELECTIVES (12 HOURS)

Select four courses:

CMHT 2560 Food Retailing: Issues & Trends**
CMHT 3450 Effective Leadership Communication
CMHT 4801 Seminar in Leadership
DBUS 4000 Digital Study Tour (*Consent of dept.*)
ICON 3800 Consumer Psychology**
MDSE 3200 Fashion Styling
MDSE 3400 Luxury Fashion Retailing
MDSE 3510 Buying
(*C or better in Core Math, ACCT 2010, and MDSE 2700*)
MDSE 3900 Branding & Promotion**
MDSE 4001 New York Study Tour (*DBUS 2050, consent of dept.*)
MDSE 4002 Dallas Study Tour (*DBUS 2050, consent of dept.*)
MDSE 4004 Europe Study Tour (*DBUS 2050, consent of dept.*)
MDSE 4010 Global Sourcing** (*Jr. standing*)
MDSE 4080 Retail Start-Up (*Any MATH or ACCT course*)
MDSE 4560 Sustainable Strategies in Merchandising**
(*Jr. standing*)

**online course