

# BS in Digital Business & E-Commerce (DBUS) 2025-2026



COLLEGE OF  
MERCHANDISING,  
HOSPITALITY  
& TOURISM

- 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 CMHT Core, DRTL 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: HMGT 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*

## CMHT CORE (9 HOURS)

- CMHT 3950 Creating Consumer Experiences
- CMHT 4750 Managing a Diverse Workforce (*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.

## DIGITAL BUSINESS & E-COMMERCE MAJOR (30 HOURS)

- DBUS 2050 Introduction to Digital Retailing
- DBUS 2080 E-Commerce Platform Dev. in Digital Retailing
- DBUS 3090 Digital Channel Strategies (*Jr. standing*)
- DBUS 3190 Digital Retail Mktg Campaigns (*DBUS 2050*) FALL  
OR
- DBUS 3290 Customer-Centric Retailing with Digital CRM SPR
- DBUS 4090 Digital Merchandising (*DBUS 2050, 2080*) FALL
- DBUS 4370 Digital Retailing Analytics: Tools & Insights  
(*Jr. standing*) SPR
- 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 3400 Luxury Fashion Retailing
- MDSE 3510 Buying  
(*C or better in Core Math, ACCT 2010, and MDSE 2700*)
- MDSE 3880 Profit-Centered Retailing  
(*DBUS 2050 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 4510 Advanced Buying, Planning & Allocation  
(*MDSE 3510*)
- MDSE 4560 Sustainable Strategies in Merchandising  
(*Jr. standing*)

## 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.*