



BS DIGITAL BUSINESS & E-COMMERCE

2026-2027

SMHM Advising
CHIL 385
940-565-4635
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Grad Track Pathway Available (see advisor for details)

University Core (42 hours)

Please see the UNT catalog or the undergraduate advising office for specific core requirements.

SMHM Core (9 hours)

CMHT 3950 (3 hrs) Consumer Experiences
CMHT 4750^ (3 hrs) Workforce Dynamics
CMHT 4790^ (3 hrs) Internship in Major Field

SMHM Core is required for all majors. Both 4750 and 4790 require Senior Standing and Internship requires a permission code to enroll.

Internship Requirements

An internship provides students with the supervised, hands-on industry experience and career awareness. This setting provides fascinating and valuable opportunities for experiential learning and serves as a bridge between education and business. Through the internship, the student experiences the transfer of knowledge gained in the classroom to tasks such as problem solving, critical thinking, and working as a team member.

CMHT 4790 is a required and graded 3-hour credit course. The course can be taken in Fall, Spring, or Summer semester. Students must receive approval from faculty instructor before enrolling. Students **MUST** work at least 240 hours while enrolled in the course (prior work not accepted for internship). Student must work the internship and be enrolled at the same time.

Students may **NOT** take more than three courses in addition to CMHT 4790. Paid internships are preferred. Unpaid will be considered. A position with the current employer will only be approved if changing positions or increasing responsibilities.

Prerequisites: MDSE 2790, DBUS 4370, and UNT GPA of 2.0

Additional Requirement

ACCT 2010 (3 hrs) Accounting Principles I

Prerequisite: Core Math, ECON 1100 or concurrent

MKTG 3651 (3 hrs) Foundations of Marketing Practice for Non-Business Majors

General Electives

Free Electives (to reach 120 hours; hours may vary)

Advanced Electives (to reach 42 hours of advanced courses; hours may vary)

Digital Business & E-Commerce Major (30 hours)

DBUS 2050 (3 hrs) Intro to Digital Retailing
DBUS 2080 (3 hrs) E-Commerce Platforms
MDSE 2700 (3 hrs) Excel for Industry
MDSE 2750 (3 hrs) Consumers in a Global Market
MDSE 2790 (3 hrs) Talent Development
DBUS 3090^ (3 hrs) Digital Channel Strategies
DBUS 3190^ (3 hrs) Digital Retail Mktg Campaigns
OR DBUS 3290* (3 hrs) Customer-Centric Retailing
DBUS 4370^* (3 hrs) Digital Retail Analytics
DBUS 4090^* (3 hrs) Digital Merchandising
MDSE 4660^ (3 hrs) Advanced Application

*** Course only offered in either Fall or Spring**

^Course has Prerequisite: Please follow all prerequisites as listed in the catalog

Major Electives (12 hours)

Select four courses:

CMHT 2560 (3 hrs) Food Retailing: Issues & Trends
CMHT 3450 (3 hrs) Effective Leadership Communication
CMHT 4801 (3 hrs) Seminar in Leadership
ICON 3800 (3 hrs) Consumer Psychology
MDSE 3200 (3 hrs) Fashion Styling
MDSE 3400 (3 hrs) Luxury Fashion Retailing
MDSE 3510 (3 hrs) Buying
MDSE 3900 (3 hrs) Branding & Promotion
MDSE 4001 (3 hrs) New York Study Tour
MDSE 4002 (3 hrs) Dallas Study Tour
MDSE 4004 (3 hrs) Europe Study Tour
MDSE 4010 (3 hrs) Global Sourcing
MDSE 4080 (3 hrs) Retail Start-Up
MDSE 4560 (3 hrs) Sustainable Strategies in Merchandising

Must follow all prerequisites as listed in catalog

The School of Merchandising & Hospitality Management enforces all prerequisites. Please check the current catalog for all prerequisites. A grade of C or higher is required in each course of the major. A 2.0 UNT, 2.0 Overall, and 2.0 Major GPA is required for graduation.

For more information on careers and companies recruiting graduates from this program, contact the Career Center at 940-565-2105.

Attention: Consult online degree audit for your correct catalog year.

BS Digital Business & E-Commerce

2026-2027 Suggested Curriculum

YEAR	FALL SEMESTER	HOURS	SPRING SEMESTER	HOURS
FRESHMAN	English (ENGL 1310)	3	English (ENGL 1320)	3
	Mathematics (MATH 1580 is recommended)	3	Social/Behavioral Sciences (ECON 1100)	3
	American History (HIST 2610)	3	American History (HIST 2620)	3
	Creative Arts	3	Life and Physical Science	3
	Intro to Digital Retail (DBUS 2050)	3	Excel for Industry (MDSE 2700)	3
	TOTAL	15	TOTAL	15
YEAR	FALL SEMESTER	HOURS	SPRING SEMESTER	HOURS
SOPHOMORE	Pol. Science /Gov. (PSCI 2305 or PSCI 2306)	3	Language, Philosophy and Culture	3
	Life and Physical Science	3	Pol. Science /Gov. (PSCI 2305 or PSCI 2306)	3
	Accounting (ACCT 2010)	3	Component Area Option II	3
	Consumers in a Global Market (MDSE 2750)*	3	Talent Development (MDSE 2790)	3
	E-commerce Platforms (DBUS 2080)	3	Major Elective	3
	TOTAL	15	TOTAL	15
YEAR	FALL SEMESTER	HOURS	SPRING SEMESTER	HOURS
JUNIOR	Digital Channel Strategies (DBUS 3090)	3	Digital Retailing Analytics (DBUS 4370)	3
	Digital Retail Mktg Campaigns (DBUS 3190)	3	Foundations of Marketing (MKTG 3651)	3
	Creating Consumer Experiences (CMHT 3950)	3	Major Elective	3
	Major Elective	3	Advanced Elective**	3
	Major Elective	3	Advanced Elective**	3
	TOTAL	15	TOTAL	15
YEAR	FALL SEMESTER	HOURS	SPRING SEMESTER	HOURS
SENIOR	Digital Merchandising (DBUS 4090)	3	Workforce Dynamics in a Global Business Environment (CMHT 4750)	3
	Advanced Application (MDSE 4660)	3	Internship in Digital Retailing (CMHT 4790)	3
	Advanced Elective**	3	Advanced Elective**	3
	Advanced Elective**	3	Free Elective	3
	Free Elective	3	Free Elective	3
	TOTAL	15	TOTAL	15

* Courses that will fulfill university core and major requirements. Courses used to fulfill both University and Major requirements will increase number of required free electives to reach the 120 hours minimum for graduation. Consult with your advisor for questions on number of free electives

** Advanced Electives may be needed to reach UNT's requirements of 42 hours of advanced courses (3000-4000 level). The number of advanced electives may be affected by which courses are taken as major electives.

- This schedule is only a suggestion; make sure you understand the necessary prerequisites for each course and consult the SMHM Advising Office. Course availability is subject to change; actual degree audits may change depending on course availability in a given semester.
- **Bolded courses** are major courses. Prerequisites are considered in creating this guide, and must be completed in order to take major courses.
- A total of 120 credit hours are required for this degree. GPA requirements for graduation: 2.0 UNT cumulative, 2.0 Major GPA, and 2.0 Overall.

Attention: Consult online degree audit for your correct catalog year:
www.cob.unt.edu/undergrad