

**Dean**

Sanjay Ramchander, D.B.A.  
McCoy Hall Room 530  
Telephone: 512.245.2311  
<https://www.mccoy.txst.edu/>

**Associate Dean**

Diego E. Vacaflares, Ph.D.

**Associate Dean**

Phillip E. Davis, Ph.D.

**Associate Dean**

David Wierschem, Ph.D.

**Department Chairs**

Accounting—Wilhelmina J. Pizzini, Ph.D.

Finance and Economics—Haiyong Liu, Ph.D.

Information Systems and Analytics—Sam Lee, Ph.D.

Management—Steven Rayburn, Ph.D.

Marketing—Anna Turri, Ph.D.

Named on February 27, 2004 in honor of the generous support of Mr. and Mrs. Emmett McCoy, Texas State's Emmett and Miriam McCoy College of Business provides broad-based undergraduate and graduate-level educational programs that produce graduates with the values, knowledge, and skills to help them excel in a diverse, globally-competitive environment.

The McCoy College of Business fosters an engaged learning community that prepares a diverse student population for successful business careers as responsible global citizens. The McCoy College complements these efforts with research that adds to knowledge, provides solutions to business challenges, and contributes to pedagogical advances.

The McCoy College of Business offers six (6) master's-level degree programs, all of which are fully accredited by AACSB, and a Doctor of Business Administration program.

The Master of Business Administration (M.B.A.) degree emphasizes the knowledge, soft skills and analytical mindset needed for professional success and is designed for those individuals who expect to pursue careers focused on the management and leadership of organizations. The M.B.A. program is offered both in residential and online formats. Students in the in-person M.B.A. program may choose an optional concentration in one of six areas: Computer Information Systems, Engineering Technology, International Business, Health Administration, Human Resource Management, or Supply Chain Management. Students in the Accelerated Online Program may choose an optional concentration in one of three areas: Business Analytics, Strategic Human Resource Management, and Marketing.

The Master of Accountancy (M.Acy.) degree is designed to broaden the educational experience of individuals preparing for a career in the public accounting profession. Students explore the social, ethical, and environmental effects of accounting information on those who rely on it for their decision-making needs. The M.Acy. program can be used to satisfy the 150-hour education requirement for the Certified Public Accountant (CPA) license. An undergraduate degree in Accounting is not required.

The Master of Science major in Accounting and Information Technology (MSAIT) program prepares students for successful careers in public accounting and accounting information management. The MSAIT degree develops accounting and information technology competencies needed

to respond to the evolving demands being placed on accountants and information technology professionals in modern organizations. The MSAIT program can be used to satisfy the 150-hour education requirement for the Certified Public Accountant (CPA) license. An undergraduate degree in accounting is not required.

The Master of Science major in Data Analytics and Information Systems (MSDAIS) program produces graduates with the skills required to be proficient in data analytics and information systems. The MSDAIS program is designed to prepare students to use information systems and quantitative skills to conduct data analysis. Graduates of this program will be capable of transforming organizational data into actionable information using data analytics and information systems skills.

The Master of Science major in Marketing Research and Analysis (MSMRA) program readies graduates for positions in marketing that will be involved in creating, analyzing, interpreting, and utilizing data. These positions include market researchers, data analysts, marketing and digital specialists, and marketing managers. Typical job titles include Strategic Data Insights Analysts, Digital Marketing Specialists, Marketing Analyst, Consumer Insights Manager, Digital Marketing Analyst, and Data Specialist.

The Master of Science in Quantitative Finance and Economics (MSQFE) prepares students with advanced skills in financial and economic analysis using large data sets. Graduates from this program have the quantitative and methodological skills and knowledge needed in the marketplace, becoming capable of transforming financial and economic problems into business solutions through statistical analysis, computation and simulation methods, and numerical modeling.

The Doctor of Business Administration (DBA) program incorporates a rigorous analytical and problem-solving framework, which is applied to the theoretical preparation that business leaders need to solve complex real-world challenges. The DBA curriculum is designed to serve experienced professionals who aspire to elevate their careers through evidence-based decision-making and data-driven leadership, enabling high-achieving professionals to drive strategic transformation within their industries.

## Doctor of Business Administration

- Major in Business Administration (<http://mycatalog.txstate.edu/graduate/mccoy-business-administration-dba/>)

## Master of Business Administration

- Major in Business Administration (Business Analytics Non-thesis Concentration) (<http://mycatalog.txstate.edu/graduate/mccoy-business-administration/business-analytics-mba/>)
- Major in Business Administration (Flex Computer Information Systems Concentration) (<http://mycatalog.txstate.edu/graduate/mccoy-business-administration/business-flex-computerinfosystems-mba/>)
- Major in Business Administration (Flex Engineering Technology Concentration) (<http://mycatalog.txstate.edu/graduate/mccoy-business-administration/business-flex-engineeringtech-mba/>)
- Major in Business Administration (Flex Healthcare Administration Concentration) (<http://mycatalog.txstate.edu/graduate/mccoy-business-administration/business-flex-healthadmin-mba/>)
- Major in Business Administration (Flex Human Resource Management Concentration) (<http://mycatalog.txstate.edu/graduate/>)

mccoy-business-administration/business-flex-humanresource-mba/)

- Major in Business Administration (Flex International Business Concentration) (<http://mycatalog.txstate.edu/graduate/mccoy-business-administration/business-flex-international-business-mba/>)
- Major in Business Administration (Flex Supply Chain Management Concentration) (<http://mycatalog.txstate.edu/graduate/mccoy-business-administration/business-flex-supplychainmgt-mba/>)
- Major in Business Administration (Full-Time Cohort) (<http://mycatalog.txstate.edu/graduate/mccoy-business-administration-mba/>)
- Major in Business Administration (General Flex Non-thesis Option) (<http://mycatalog.txstate.edu/graduate/mccoy-business-administration/business-genflex-nonthesis-mba/>)
- Major in Business Administration (General Flex Thesis Option) (<http://mycatalog.txstate.edu/graduate/mccoy-business-administration/business-genflex-thesis-mba/>)
- Major in Business Administration (Marketing Non-thesis Concentration) (<http://mycatalog.txstate.edu/graduate/mccoy-business-administration/marketing-mba/>)
- Major in Business Administration (Strategic Human Resources Non-thesis Concentration) (<http://mycatalog.txstate.edu/graduate/mccoy-business-administration/strategic-human-resources-mba/>)

## **Master of Healthcare Administration (M.H.A.) / Master of Business Administration (M.B.A.)**

- Major in Healthcare Administration / Business Administration (Dual Degree Option) (<http://mycatalog.txstate.edu/graduate/health-professions/administration/dual-degree-mha-mba/>)