

## Minimum required: 120 semester credit hours

### Admission Requirements

Admission to the College is competitive, and a student must be admitted to the College to pursue a B.B.A. degree. Consideration for admission to McCoy College undergraduate programs is based on specific admission criteria.

To be considered for admission to McCoy College, students should list a business major as their first-choice major (accounting, computer information systems, economics, finance, management, or marketing) and apply to Texas State by the stated deadlines on the Undergraduate Admissions website. Students who are admitted to the University but denied admission to McCoy College will be considered for admission to their second choice major or if one is not listed, students will be declared Pre-Business major.

### Admission Process for Prospective Texas State Students

Students with fewer than 30 semester credit hours will be automatically admitted to the McCoy College if they receive assured admission (<http://www.admissions.txstate.edu/future/freshman/admissions-requirements.html>) to Texas State and select a first-choice major in the McCoy College of Business Administration. Students who are admitted to the University but denied admission to McCoy College will be considered for admission to their second choice major or as an exploratory professional major.

**Freshman:** Students admitted to Texas State as a Freshman will be automatically admitted to McCoy College if they meet Assured Admission requirements and select a business major as their first-choice major.

**Transfer:** Students admitted to Texas State as a Transfer will be automatically admitted to McCoy College if they meet Program Entry requirements based on total semester credit hours earned and select a business major as their first-choice major.

### Admission Process for Current Texas State Students

For current Texas State students, an internal application is available online on the CenturyLink Academic Advising Center website. Students attending Texas State who are currently on academic probation are not eligible for admission to McCoy College.

### General Requirements

The program can be completed at the San Marcos Campus (M), Dallas College Partnership (DCP), Mexico Queretaro Campus (MXQ), and Round Rock Campus (RRC).

below a 2.0 are also subject to the University academic probation and suspension policies.

- All students seeking the B.B.A. must complete the following general education core curriculum courses as required by McCoy College. The general education core curriculum courses are listed in the degree plan below along with the statewide component code number. See the General Education Core Curriculum (<http://mycatalog.txstate.edu/undergraduate/general-education-core-curriculum/>) section of this catalog for other information about the general education core curriculum.
- To provide a common body of knowledge in business, all students seeking the B.B.A. must complete the following common core of business courses or their equivalents as required by the McCoy College:

| Code      | Title                                                       | Hours |
|-----------|-------------------------------------------------------------|-------|
| B A 1310  | Introduction to Business                                    | 3     |
| ISAN 1323 | Introduction to Microcomputer Applications                  | 3     |
| ECO 2314  | Principles of Microeconomics                                | 3     |
| ECO 2315  | Principles of Macroeconomics                                | 3     |
| ACC 2361  | Introduction to Financial Accounting                        | 3     |
| ACC 2362  | Introduction to Managerial Accounting                       | 3     |
| ANLY 2333 | Business Statistics                                         | 3     |
| B A 3110  | Professional Development I                                  | 1     |
| B A 3120  | Professional Development II                                 | 1     |
| BLAW 3301 | Legal Environment of Business                               | 3     |
| MGT 3303  | Management of Organizations                                 | 3     |
| FIN 3312  | Business Finance                                            | 3     |
| MKT 3343  | Principles of Marketing                                     | 3     |
| MGT 3353  | Business Communication                                      | 3     |
| ISAN 3380 | Enterprise Information Technology and Business Intelligence | 3     |
| MGT 4335  | Strategic Management and Business Policy                    | 3     |

- A combination of courses in the major program area specified by the appropriate academic department and restricted upper-division business electives to complement the major are also required for the B.B.A.
- Free electives to achieve a minimum total of 120 semester hours are also required. To ensure compliance with the course requirements for a B.B.A. degree, students should follow the general sequence of courses specified for the curriculum in this section of the catalog.
- Also, students who did not complete satisfactorily at least two years of the same foreign language in high school must complete two semesters (6-8 hours) of a single foreign language in college.
- Nine hours of designated "writing intensive" (WI) courses must be completed at Texas State to satisfy degree requirements.
- For transfer students, 24 semester credit hours in the business core curriculum (or their equivalents) may be transferred from a Texas public institution of higher education for the Business Administration and Management Field of Study and be applied to the B.B.A. major in Computer Information Systems at Texas State University. More information about the Field of Study (<http://mycatalog.txstate.edu/undergraduate/general-information/academic-policies/texas-legislative-requirements/>) is available in the Academic Policies section of this catalog. If transferring additional business courses, please contact the McCoy College of Business CenturyLink Academic Advising Center for assistance. The transferable Texas Common

Course Number (TCCN) is listed below the Texas State University course number in the following course list. Students who complete MATH 1319 (TCCN: MATH 1324) in the FOS will receive 3 semester credit hours towards free electives.

| Code               | Title                                                          | Hours     |
|--------------------|----------------------------------------------------------------|-----------|
| ISAN 1323          | Introduction to Microcomputer Applications (Directed Elective) | 3         |
| TCCN: BCIS 1305    |                                                                |           |
| B A 1310           | Introduction to Business                                       | 3         |
| TCCN: BUSI 1301    |                                                                |           |
| ECO 2314           | Principles of Microeconomics                                   | 3         |
| TCCN: ECON 2302    |                                                                |           |
| ECO 2315           | Principles of Macroeconomics                                   | 3         |
| TCCN: ECON 2301    |                                                                |           |
| ACC 2361           | Introduction to Financial Accounting                           | 3         |
| TCCN: ACCT 2301    |                                                                |           |
| ACC 2362           | Introduction to Managerial Accounting                          | 3         |
| TCCN: ACCT 2302    |                                                                |           |
| ANLY 2333          | Business Statistics                                            | 3         |
| TCCN: BUSI 2305    |                                                                |           |
| Elective           |                                                                | 3         |
| TCCN: MATH 1324    |                                                                |           |
| <b>Total Hours</b> |                                                                | <b>24</b> |

9. Students must achieve the following minimum grade-point averages for graduation:

- a Texas State GPA of 2.00
- a Business GPA of 2.25 (includes common business core, major(s), and restrictive/advanced electives); and
- a GPA of 2.0 in the minor(s).

## Course Requirements

| Freshman                                                        |                                                                                     |   |
|-----------------------------------------------------------------|-------------------------------------------------------------------------------------|---|
| First Semester Hours                                            | Second Semester Hours                                                               |   |
| US 1100                                                         | 1 ENG 1320 (Communication Component Code 010 [TCCN ENGL 1302])                      | 3 |
| ENG 1310 (Communication Component Code 010 [TCCN ENGL 1301])    | 3 PHIL 1320 (Language, Philosophy, and Culture Component Code 040 [TCCN PHIL 2306]) | 3 |
| MATH 1329 (Mathematics Component 020 [TCCN MATH 1325])          | 3 ISAN 1323 (TCCN BCIS 1305)                                                        | 3 |
| COMM 1310 (Component Area Option Code 090/091 [TCCN SPCH 1311]) | 3 Life and Physical Sciences Component Code 030                                     | 3 |
| B A 1310 (TCCN BUSI 1301)                                       | 3 American History Component Code 060                                               | 3 |
| Government/Political Science Component Code 070                 | 3                                                                                   |   |
| <b>16</b>                                                       | <b>15</b>                                                                           |   |

| Sophomore                                                                     |                                                     |   |
|-------------------------------------------------------------------------------|-----------------------------------------------------|---|
| First Semester Hours                                                          | Second Semester Hours                               |   |
| ACC 2361 (TCCN ACCT 2301)                                                     | 3 ACC 2362 (TCCN ACCT 2302)                         | 3 |
| ECO 2314 (Social and Behavioral Sciences Component Code 080 [TCCN ECON 2302]) | 3 ECO 2315 (TCCN ECON 2301)                         | 3 |
| ANLY 2333 (TCCN BUSI 2305)                                                    | 3 B A 3110                                          | 1 |
| American History Component Code 060                                           | 3 Creative Arts Component Code 050 [TCCN HUMA 1315] | 3 |
| Life and Physical Sciences Component Code 030                                 | 3 Government/Political Science Component Code 070   | 3 |
|                                                                               | Component Area Option 090                           | 3 |
| <b>15</b>                                                                     | <b>16</b>                                           |   |

| Junior                     |                       |   |
|----------------------------|-----------------------|---|
| First Semester Hours       | Second Semester Hours |   |
| BLAW 3301 (TCCN BUSI 2301) | 3 ISAN 3374           | 3 |
| ANLY 3330                  | 3 ISAN 3382           | 3 |
| MGT 3303                   | 3 MKT 3343            | 3 |
| ISAN 3380                  | 3 MKT 3353            | 3 |
| ANLY 3339                  | 3 ANLY 3341           | 3 |
| B A 3120                   | 1                     |   |
| <b>16</b>                  | <b>15</b>             |   |

| Senior                        |                                  |   |
|-------------------------------|----------------------------------|---|
| First Semester Hours          | Second Semester Hours            |   |
| FIN 3312                      | 3 MGT 4335                       | 3 |
| ISAN 3305                     | 3 ISAN Advanced Electives        | 3 |
| Restrictive Business Elective | 3 ANLY or ISAN Advanced Elective | 3 |
| ANLY Advanced Electives       | 6 Free Electives                 | 3 |
| <b>15</b>                     | <b>12</b>                        |   |

**Total Hours: 120**

<sup>1</sup> Credit can be earned by successfully passing a test. Students must pay a fee to take the test.

| Code                           | Title                                                  | Hours |
|--------------------------------|--------------------------------------------------------|-------|
| <b>ISAN Advanced Electives</b> |                                                        |       |
| ISAN 3325                      | Business Programming II                                | 3     |
| ISAN 3348                      | Data Communications and Network Architecture           | 3     |
| ISAN 3350                      | Information Systems Security                           | 3     |
| ISAN 3360                      | Web Design and Development                             | 3     |
| ISAN 3389                      | Programming for Data Processing                        | 3     |
| ISAN 3392                      | Introduction to Machine Learning                       | 3     |
| ISAN 4318                      | Object Oriented Development                            | 3     |
| ISAN 4321                      | Mobile Application Development for Android             | 3     |
| ISAN 4322                      | Computer System Development and Design                 | 3     |
| ISAN 4325                      | Legacy Systems: Applications, Development, and Support | 3     |

|            |                                                      |   |
|------------|------------------------------------------------------|---|
| ISAN 4328  | Artificial Intelligence: Development and Application | 3 |
| ISAN 4332  | Enterprise Resource Planning Systems                 | 3 |
| ISAN 4349  | Advanced Database Management Systems                 | 3 |
| ISAN 4350  | Ethical Hacking                                      | 3 |
| ISAN 4358  | Network and Cloud Administration                     | 3 |
| ISAN 4360  | Developing AI Solutions for the Enterprise           | 3 |
| ISAN 4373  | Topics in Information Systems                        | 3 |
| ISAN 4373A | Cyber-Warfare: Actors, Techniques, and Impact        | 3 |
| ISAN 4373D | Artificial Intelligence in Business Operations       | 3 |
| ISAN 4395  | Independent Study in Information Systems             | 3 |
| ISAN 4399  | Information Systems Internship                       | 3 |

| Code | Title | Hours |
|------|-------|-------|
|------|-------|-------|

**ONLY Advanced Electives**

|            |                                               |   |
|------------|-----------------------------------------------|---|
| ANLY 3314  | Decision Analytics                            | 3 |
| ANLY 3334  | Statistical Modeling                          | 3 |
| ANLY 4320  | Analytics in Practice                         | 3 |
| ANLY 4321  | Predictive Analytics                          | 3 |
| ANLY 4373  | Special Topics in Analytics                   | 3 |
| ANLY 4373A | Operations Analytics                          | 3 |
| ANLY 4373F | Big Data Analysis and Artificial Intelligence | 3 |

| Code | Title | Hours |
|------|-------|-------|
|------|-------|-------|

**Restricted Business Electives**

|           |                                                   |   |
|-----------|---------------------------------------------------|---|
| ACC 3305  | Financial Accounting and Reporting                | 3 |
| ACC 3313  | Intermediate Accounting I                         | 3 |
| BLAW 3360 | Business Organizations and Government Regulations | 3 |
| ECO 3335  | Managerial Economics                              | 3 |
| ECO 4313  | Econometrics                                      | 3 |
| FIN 3313  | Financial Management                              | 3 |
| MGT 3360  | Entrepreneurship Studies                          | 3 |
| MGT 4375  | Organizational Behavior and Human Relations       | 3 |
| MKT 3370  | Marketing Research                                | 3 |
| MKT 3387  | Digital Marketing                                 | 3 |
| MKT 4310  | International Marketing                           | 3 |
| MKT 4337  | Marketing Management                              | 3 |