

**Dean**

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**Department Chairs**

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Management—Steven Rayburn, Ph.D.

Marketing—Anna Turri, Ph.D.

Named on February 27, 2004 in honor of Mr. and Mrs. Emmett McCoy, the Emmett and Miriam McCoy College of Business provides broad-based undergraduate and masters-level educational programs that produce graduates with the values, knowledge, and skills to be successful in a diverse, globally competitive environment.

## Mission

The McCoy College of Business is dedicated to empowering diverse students of exceptional promise to become leaders and innovators who create enduring value for business and society. We accomplish our mission by:

- Providing cutting-edge education that equips students with skills and capabilities to excel in a dynamic business environment.
- Producing rigorous research that addresses real-world challenges facing business and the environments in which they operate.
- Promoting strong collaborative partnerships that enrich the diverse communities we serve and creating a growing legacy for our alumni.

## Vision

Through bold ideas and action, we seek to transform the lives of students and define the future of business in Texas and beyond.

## Values

At the McCoy College of Business, we value:

- Our Community
  - We are a diverse and vibrant learning community united in our belief that business makes a world of difference and that our students thrive in a world of possibilities.
  - We create inclusive and welcoming spaces where individuals from all backgrounds can bring their voices and perspectives, create knowledge and meaning, and enrich our learning community.
- Our Students
  - We are dedicated to the success of our students where our knowledgeable and caring faculty and staff prepare students to lead in their professions and communities.
- Academic Excellence

- We promote an ethic of professional autonomy that allows each of us to pursue deep and meaningful work.
- We are proud to demonstrate unwavering integrity in our pursuit of excellence with purpose in teaching, research, service, and outreach activities.

- Collaboration

- We thrive on collaboration that promotes a culture of inquiry, trust, and respect.
- We encourage collaborative learning and discovery that fosters responsiveness and global engagement.

- Entrepreneurial Spirit

- We are an innovative, flexible, and learning organization and embrace change that moves us forward.
- We encourage bold and persistent experimentation and are unafraid of

taking calculated risks.

- Stewardship

- We act within ethical frameworks and are committed to responsible
- stewardship of our resources and the environment.
- We value the trust placed in us by our students, alumni, parents, and
- members of our community.

## Background

Established in 1958, McCoy College offers a Bachelor of Business Administration (B.B.A.) degree with majors in accounting, business analytics, economics, finance, information systems, management, and marketing. Additionally, the College cooperates with the College of Liberal Arts in offering a Bachelor of Arts (B.A.) degree with a major in economics. The B.B.A. degree does not require a minor, but the B.A. degree does require a minor.

Minors offered through McCoy College include business administration (for non-business majors only); data analytics, economics, innovation and entrepreneurship, and international business. The Business Administration Minor is available online only.

The learning environment of McCoy College places primary importance on teaching excellence and intellectual contributions complemented by service. This environment prepares students for careers in both the private and public sectors. The curriculum addresses the economic, legal, political, social, technological, and demographically diverse environment in which modern business is conducted. This environment emphasizes comprehensive learning that combines general education, core business requirements that cover the main functional areas of business, and specialized study in one of the six traditional business majors offered.

McCoy College has been accredited by AACSB-International, The Association to Advance Collegiate Schools of Business, since 1997. The college serves over 4,700 undergraduate and graduate business students through five academic departments: Accounting, Information Systems and Analytics, Finance and Economics, Management, and Marketing.

McCoy College is entitled by its designation as an AACSB-International accredited school to have Beta Gamma Sigma as its honorary business society. The top 10 percent of undergraduate business students in their respective classes are eligible to join the society as early as the last semester of their second year of study. Graduate students ranked in the

top 20% of their class may join the society after completing 40% of their respective program.

## McCoy College Student Success Center

McCoy Hall Room 110  
Telephone: 512-245-7010

[https:// success.mccoy.txst.edu/](https://success.mccoy.txst.edu/) (<https://advising.mccoy.txst.edu/>)

The McCoy College of Business Student Success Center is an accessible, student-centered support service that creates and cultivates opportunities for undergraduate students academically, professionally, and personally with career-readiness in mind. The center helps students become McCoy Ready by:

- Providing a series of activities, workshops, and experiences that foster strategic curiosity.
- Standardize student experiences involving real-world challenges, practical training, and high-impact practices with career-readiness in mind.
- Serving as a point to drive data-enabled strategies to develop student success initiatives.
- Providing greater flexibility, responsiveness, and innovation in addition to our centralized Career Services department

## CenturyLink Academic Advising Center

McCoy Hall Room 115  
Telephone: 512-245-1993  
<https://advising.mccoy.txst.edu> (<https://advising.mccoy.txst.edu/>)

The McCoy College of Business CenturyLink Academic Advising Center is an accessible, student-centered support service that encourages students to develop educational goals and identify strategies for success, provides official and accurate academic information, and guides students to the successful completion of an undergraduate degree. Services available for students include, but are not limited to:

- assistance with selection of educational programs;
- interpretation of policies and procedures;
- information on course sequencing, and degree requirements;
- referral to other university resources; and
- verification of graduation requirements.

## Admission Policy

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, business analytics, economics, finance, information systems, 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 as a Pre-Business major.

## Admission Process for Prospective Texas State Students

- 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/suspension are not eligible for admission to McCoy College.

## Restricted Status

B.B.A. students whose Texas State GPA drops below 2.0 are placed on restricted status by McCoy College and are also subject to university academic probation and suspension policies.

Students on restricted status are required to meet with a representative of the McCoy College Academic Advising Center to remove the restricted status hold; otherwise, the hold will prevent registration or schedule changes. Business majors on restricted status must increase their Texas State GPA to at least 2.0 in the subsequent semester (including summer) or their admission to McCoy College will be voided. Students whose admission has been voided, will be required to change their major to one outside of McCoy College.

Students returning to good academic standing and interested in regaining admission to McCoy College may complete the internal application process.

## General Requirements for the B.B.A. Degree

1. All students seeking the B.B.A. must complete the following General Education Core Curriculum courses or their equivalents as required by McCoy College:

Code	Title	Hours
COMM 1310	Fundamentals of Human Communication	3
ENG 1310	College Writing I	3
ENG 1320	College Writing II	3
	or ENG 1321 Writing for Sustainable Change	
MATH 1329	Mathematics for Business and Economics II	3
PHIL 1320	Ethics and Society	3

2. 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
ACC 2361	Introduction to Financial Accounting	3
ACC 2362	Introduction to Managerial Accounting	3
ISAN 1323	Introduction to Microcomputer Applications	3

ECO 2314	Principles of Microeconomics	3
ECO 2315	Principles of Macroeconomics	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
MKT 3343	Principles of Marketing	3
ISAN 3380	Enterprise Information Technology and Business Intelligence	3
FIN 3312	Business Finance	3
MGT 3353	Business Communication	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, business students should follow the general sequence of courses specified for the business curriculum in this section of the catalog.
- First time in college students who went to a private, out-of-state, or home school institution will be required to demonstrate foreign language proficiency. This can be demonstrated by the successful completion of two years of the same foreign language in high school or two semesters of the same foreign language in college. However, first time in college students who went to a public high school in Texas (and therefore earned a Foundation or higher diploma) will automatically be considered as having satisfied the foreign language proficiency requirement. In addition, transfer students are not required to satisfy foreign language proficiency through high school or college-level coursework.

### Writing Intensive Hour Requirement

Nine hours of designated "writing intensive" (WI) courses must be completed at Texas State to satisfy degree requirements.

### Enrollment in Upper-Division Business Courses

Upper-division McCoy College courses (3000- and 4000-level) are restricted to business majors or to students whose declared program of study requires the course(s). To be eligible to enroll in these courses, all students must satisfy stated course prerequisites, maintain an overall GPA of 2.00 or greater, and have completed at least 60 semester hours. Students should note that not all courses are taught each semester. If a specific course is needed, students should verify the prospective course offering with the department.

### Transfer Credit

Business transfer students must meet residency requirements for all Texas State programs outlined in the academic policies section of this catalog. Additionally, at least 50% of the semester hours in business required for the College's various degree programs must be completed in residence at Texas State.

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 any of the B.B.A. programs at Texas State University. More information about the Field of Study is available in the Academic Policies section of this catalog.

In addition to the Field of Study, transfer students should consult the Transfer Course Equivalency Guide and/or appropriate -Transfer Planning Guide for course transferability. Courses acceptable for transfer by Texas State will transfer at the level at which the courses were taken (i.e., acceptable courses from a community/junior college transfer as freshman or sophomore courses). Undergraduate transfer students who receive elective credit (ELNA and/or ELADV) rather than course-specific credit from the Texas State Undergraduate Admissions office may appeal this designation to the McCoy College department in which the course is offered.

A maximum of 72 hours from an accredited community/junior college may be applied to a B.A. and B.B.A. degree.

### Grade-Point Average for Graduation

B.B.A. students must achieve the following minimum grade-point averages:

- 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).

B.B.A. Accounting students must achieve the following grade point averages:

- A Texas State GPA of 2.00
- A Business GPA of 2.25 (includes common business core, major(s), and restrictive/advanced electives)
- A GPA of 2.0 in the minor(s); and
- A Major GPA of 2.50

B.B.A. Finance students must achieve the following grade point averages:

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

B.A. students must achieve the following minimum grade point averages:

- A Texas State GPA of 2.00
- A major(s) GPA of 2.25 (includes major courses and restricted/advanced electives); and
- A GPA of 2.0 in the minor(s).

### Double Majors within Bachelor of Business Administration Programs

Students pursuing a double major may elect to have common courses count toward meeting the requirements of both majors.

### Minors

- Business Administration (<http://mycatalog.txstate.edu/undergraduate/mccoy-business-administration/business-administration-minor/>)

- International Business (<http://mycatalog.txstate.edu/undergraduate/mccoy-business-administration/international-business-minor/>)

## Courses in Business Administration (B A)

### **B A 1310. Introduction to Business.**

This course introduces freshmen to business and previews what students will experience in the McCoy College of Business. It surveys accounting, finance, economics, law, management, marketing, and information systems and analytics, both as individual components of an organization and collectively as part of an organization's strategy. Students learn about leadership, individual conduct, and the ethical and data-driven decision-making expected in college and the business and professional world.

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**

**Course Attribute(s):** Dif Tui- Business Admin

**Grade Mode:** Standard Letter

**TCCN:** BUSI 1301

### **B A 2310. Introduction to Business in a Global Environment.**

The course introduces the modern business enterprise with an emphasis on the interdependence of the business functions in a global environment. Topics include the cross border impacts of culture, politics, and law on trade, investment, marketing, management, and accounting and financial systems.

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**

**Course Attribute(s):** Dif Tui- Business Admin

**Grade Mode:** Standard Letter

### **B A 3110. Professional Development I.**

This course prepares students for the professional rigor expected in the McCoy College of Business and gives them a start on career planning and the development process. This process involves a variety of career exploration and development experiences designed to help students identify their passion, prioritize and focus their job search efforts, and develop their leadership, communication, and personal marketability. Topics include self-assessment, career passion discovery, career exploration and development exercises, and resume and interview training to assist in finding rewarding internships and full-time jobs. Prerequisite: B A 1310 or B A 2310 with a "C" or better and a minimum 2.0 Overall GPA.

**1 Credit Hour. 1 Lecture Contact Hour. 0 Lab Contact Hours.**

**Course Attribute(s):** Dif Tui- Business Admin

**Grade Mode:** Standard Letter

### **B A 3120. Professional Development II.**

This course builds upon and expands students' basic understanding of career planning and development. A portion of this course is major-focused so that students are prepared for specific business roles. This course applies networking skills, company (prospective employer) analysis, internship/job analysis and search strategy, interviewing skills, and negotiation techniques to maximize the students' new-hire potential. Prerequisite: B A 3110 with a "C" or better and a minimum 2.0 Overall GPA.

**1 Credit Hour. 1 Lecture Contact Hour. 0 Lab Contact Hours.**

**Course Attribute(s):** Dif Tui- Business Admin

**Grade Mode:** Standard Letter

### **B A 4300. Independent Study in Global Business.**

This study abroad course introduces students to the international business environment. Topics include cultural, political, social, and economic factors affecting international business, and the regulatory and ethical environment of global businesses.

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**

**Course Attribute(s):** Exclude from 3-peat Processing|Dif Tui- Business Admin

**Grade Mode:** Standard Letter

### **B A 4312. International Business Internship.**

Integration of professional and academic experience through internship in an international business related activity with an external employer.

Prerequisites: Instructor approval.

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**

**Course Attribute(s):** Exclude from 3-peat Processing|Dif Tui- Business Admin

**Grade Mode:** Standard Letter

### **B A 4315. International Trade Operations.**

This course examines the basics of international trade operations, focusing on the procedures, documentation, and regulation pertaining to export and import operations from the perspectives of exporters, importers, and various intermediaries. Prerequisites: MGT 3375 and MKT 4310 both with grades of "D" or better.

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**

**Course Attribute(s):** Exclude from 3-peat Processing|Dif Tui- Business Admin

**Grade Mode:** Standard Letter