EMMETT AND MIRIAM MCCOY COLLEGE OF BUSINESS ADMINISTRATION

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Accounting—Ann L. Watkins, Ph.D.
Computer Information Systems and Quantitative Methods—Ju Long, Ph.D.
Finance and Economics—Ruby P. Kirshan, Ph.D.
Management—Paula L. Rechner, Ph.D.
Marketing—Enrique P. Becerra, 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 Administration provides broad-based undergraduate and master’s-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 Administration 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 Administration offers six graduate degree programs, all of which are fully accredited by AACSB.

The Master of Science major in Accounting and Informational Technology (MSAIT) program prepares students for successful careers in the management of accounting information systems and/or consulting. 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 Master of Science major in Human Resources Management (MSHRM) program is a flexible, part-time program designed to prepare students for successful careers in human resource management. Compared to the MBA program, which offers a broad-based business education, the MSHRM is a specialized program focusing exclusively on the major aspects of human resource management.

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 marketing managers, market research analysts and survey researchers. Typical job titles include Strategic Data Insights Analysts, Senior Director Marketing, Marketing Analytics Manager, Consumer Insights Manager, Digital Marketing Analyst, and Consumer Researcher.

Master of Business Administration

• 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-humanresourcemgmt-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-supplychainmgmt-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/)